



America's Incredible Pizza Company

2522 S. Campbell Ave., Springfield, MO 65807

FOR IMMEDIATE RELEASE

November 13, 2009

For more information contact:
Chris Brewer, VP Marketing

Mobile: 417-861-5099
marketing@incrediblepizza.com

Three New Additions to Debut at Springfield's Incredible Pizza Company

[Springfield] – November 13, 2009 – Springfield's Incredible Pizza Company announced today it is adding three new attractions. The original store in the 18 location family entertainment chain is currently remodeling its Fairgrounds Game Room area to accommodate the new additions.

The Route 66 mini-golf has been removed to make room for a new space themed black-lit Lazer Tag attraction. The game room is also being arranged to accommodate a new XD Theater ride. XD Theater, a 3D Motion Ride Experience with four different movie options will be the first of its kind in Southwest Missouri. The third upgrade to the seven-year-old fun center is an expansion of their "Tiny-Town" area focused on kids ages 2 to 6.

Mark Eastin, Owner of Springfield's Incredible Pizza Company says, *"I can't contain my excitement about these new additions to the store. Springfield has been very good to us and we want to give back to our customers by adding these fun new attractions."* Eastin expects to have all the improvements up and running by December 14th, just in time for Christmas vacations. *"People are staying closer to home in this economy and we provide an excellent value for the family dollar, we think these improvements will give families another reason to stay in town while escaping to the incredible food and fun we have to offer,"* said Eastin.

America's Incredible Pizza Company may be found online at www.incrediblepizza.com.

- END -