



## America's Incredible Pizza Company

2522 S. Campbell Ave., Springfield, MO 65807

**FOR IMMEDIATE RELEASE**

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### **Incredible Pizza Adds Salt Lake City Franchise**

**[Springfield, MO] – August 13, 2009** –America's Incredible Pizza Company based in Springfield, Missouri announced today the addition of its latest franchise location in Salt Lake City, Utah. The latest franchise in the rapidly growing family entertainment center was acquired by Douglas Fielding of Incredible Partners L.T.D. LLC and will be located in the Outlets at Draper Towne Center in Draper City. Mr. Fielding and his partners are in the process of redeveloping this 27.5 acre site. The first phase is the Cowabunga Water Park which was opened in June, a 12 screen Cineplex. A popular; award winning Mexican Restaurant from Arizona will start construction this fall. The America's Incredible Pizza Company entertainment center is slated to open by the end of the year and work will start immediately.

Rick Barsness, CEO of America's Incredible Pizza Company said on Wednesday, *"Words cannot express how excited we are to deliver our first location in the great state of Utah. I'm so grateful to Mr. Fielding for seeing our vision and putting his faith in our concept which has been so incredibly successful to date."* Fielding and his partners are successful real estate investors and business owners with strong ties to Utah, they have a desire to bring the best family entertainment concepts to the Salt Lake area where family and community values are strong.

Incredible Pizza Company is a nostalgic 1950s-themed facility featuring an all-you-can-eat buffet and over 100 stimulating video and redemption games, plus indoor go-karts, mini-bowling, mini-golf and more. Most locations are larger than 40,000 square-feet of all indoor, smoke free, family fun. Family birthday parties and group events are popular at the large facilities.

Additional information may be found online at: [www.incrediblepizza.com](http://www.incrediblepizza.com)

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