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Petaluma, California

Local pizzeria *Fregene's Pizza* wins BIG at Las Vegas International Pizza Expo

It was *Fregene's Pizza's* fledgling visit to the International Pizza Expo in Las Vegas, but good luck shined on the popular local pizzeria chain, and its award-winning line of Italian-style thin crust pizzas, salads and breadsticks.

The annual International Pizza Expo is by far the largest and most prestigious pizza event in the world with participants attending from all points around the globe. The highlight of this year's event was the International Pizza Challenge, where over fifty hand-selected elite entries compete for the title of "**Best Pizza In The World.**"

When the flour dust had settled, *Fregene's* own Chef Glenn Cybulski had scored an impressive second place in his heat with his original recipe, the Chipotle Chicken Pizza, an offering that won a Silver Medal at the 2006 Sonoma County Harvest Fair. The winner in Chef Glenn's heat went on to take top honors for the entire pizza competition.

"We couldn't be happier with the results, especially for our first time at the Vegas Expo. It was a great experience to come out and work side-by-side with some of the best pizza chefs in the world," explains Chef Glenn, CEO and Founder of *Fregene's*. "And it got even better when my business partner won the Revention POS system!"

Yes, in fact, on the very same day, *Fregene's* Las Vegas luck continued when Jeff Howard, President and COO of *Fregene's* won the top prize drawing from Houston-based *Revention Point-of-Sale*, taking home over \$15,000 worth of state-of-the-art restaurant point-of-sale equipment.

"It was surreal, as if everything just went into slow motion," says Howard. "I couldn't even believe it when she called my name, especially after we had done so well in the International Pizza Challenge just a couple of hours earlier."

Chef Glenn goes on: "Michael (*Fregene's* District Manager) and I had already done our job at the International Pizza Competition so we were taking a break having cocktails at the pool when the drawing was going on. Jeff heard them announce the 'must be present to win' drawing over the intercom, took off to the Revention booth and next thing we knew...they drew his name and we won this incredible *Revention POS* system!"

"What happened in Vegas didn't stay in Vegas this time...we brought it home," Howard adds. "In addition to getting the very best POS system for our stores, *Fregene's* will get a lot of great national and international exposure with *Revention*. Plus, we're already getting a lot of attention because of the event overall. What an awesome experience. We can't wait to go back next year!"

Fregene's currently has three Sonoma County locations in downtown Petaluma, Cotati and Sebastopol, with a fourth location slated for opening in Santa Rosa before summer. You can learn more about *Fregene's* and check out their menu at www.Fregenes.com.

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