

Pro Football Star Reggie Bush Traded? For A \$10 Pizza, That Is, In New Ad From Pizza Hut

Consumers Win Big with Return of Legendary \$10 Any Pizza Deal



DALLAS (Sept. 19, 2011) // [PRNewswire](#) // -- A blockbuster trade was made

official [today] when star running back Reggie Bush was traded for a \$10 [pizza](#)

in a new ad from Pizza Hut. The new spot heralds the return of the \$10 Any pizza deal from Pizza Hut -- any size, any crust, any toppings for just \$10.

"With taste and value that crush the competition, Pizza Hut is the only pizza worthy of being traded for a star like Reggie Bush," said Kurt Kane, Chief Marketing Officer at Pizza Hut. "Consumers are becoming increasingly value-conscious and we're satisfying their craving for a hot deal by bringing back \$10 Any. It's game time at Pizza Hut: our \$10 Any pizza deal redefines value in the industry by combining the best tasting pizza with an unbelievable price."

In the new ad developed by The Martin Agency, Reggie Bush joins two fantasy football owners on a couch only to discover one owner has traded him in exchange for a \$10 Supreme pizza from Pizza Hut. In the end -- after tasting the goodness of the \$10 Supreme pizza loaded with pepperoni, sausage, beef, mushrooms, red onions and green peppers -- Reggie gives props to the fantasy owner on his smart trade. For more, including behind the scenes outtakes with Reggie, visit youtube.com/pizzahut. Reggie is the first pro football player to star in a Pizza Hut commercial in more than a decade.

The Legendary \$10 Any Deal

For ten bucks, pizza fans will be able to pick any size pizza they want, select from more than a dozen topping options, and choose from the Pizza Hut signature crusts -- including Pan Pizza, Hand-Tossed Style Pizza, and Thin 'N Crispy® Pizza. For an additional charge, customers can enjoy Pizza Hut's signature crust, Stuffed Crust Pizza. Pizza Hut's \$10 offer will be available for a limited time and no coupon is required. This marks the first time in more than a year that the \$10 Any deal has been available nationally.

About Pizza Hut

Pizza Hut, America's Favorite Pizza, delivers more [pizza](#), [pasta](#) and [wings](#) than any other [restaurant](#).

The only pizza company to be named a top ten franchise in 2009 by Entrepreneur Magazine, Pizza Hut began more than 50 years ago in Wichita, Kansas, and today operates nearly 10,000 restaurants in more than 90 countries. Pizza Hut, Inc. is a subsidiary of Yum! Brands, Inc. (NYSE: YUM). To check out [what's new](#) at Pizza Hut visit PizzaHut.com, or keep up with the brand via its social media channels at social.PizzaHut.com.

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