

REISSUE: Extreme Pita & Purbblendz Taking Off at Lester B Pearson Toronto Airport Terminal 1

Extreme Pita & Purbblendz make its first appearance at an airport, Canada's largest and busiest airport Lester B Pearson Toronto.



MISSISSAUGA, CANADA, Dec 16, 2011 (MARKETWIRE via COMTEX) -- This document corrects and replaces the press release that was sent on December 16th, 2011 at 9:27 AM ET. The 2nd paragraph has been amended with the correct spelling of "HMS Host".

Extreme Pita & Purbblendz under The Extreme Brandz Group of companies opened its first Airport Restaurant with HMS Host at Lester B Pearson Toronto Airport in Terminal 1 December 14th.

Alex Rechichi President, CEO of Extreme Brandz noted "Extreme Pita & Purbblendz capabilities in providing a healthy food option when traveling fits the travel sector and makes it the ideal option to further expand our brand into the airport market. We are delighted to begin a relationship with the true experts in taking premier brands to the travelling consumer HMS Host a company making the travel day better".

Extreme Pita has always stood for inspired healthy eating. When co-founders Alex and Mark Rechichi opened the first Extreme Pita restaurant in Waterloo Ontario Canada in February 1997, their mission was to create healthy and fresh, great tasting food for guests. Since then, the franchise has expanded into 250 Extreme Pita restaurants across North America with International opening planned in United Kingdom and Middle East in 2012. Development in 2011 alone was 45 new Restaurant locations.

Extreme Pita continues to outpace the fast food industry in its growth and innovation. This year, the brand reached several milestones in its mission to inspire consumers to make healthier lifestyle choices. This past April, Extreme Pita became the first national quick service restaurant (QSR) in Canada to earn The Heart and Stroke Foundation of Canada's prestigious Health Check designation on six of its menu items. To meet the Health Check criteria, Extreme Pita worked closely with its vendors and the Heart and Stroke Foundation for over a year to

ensure the items met all requirements by minimizing sodium and fat without compromising taste. This year, Extreme Pita also became the first Canadian fast food chain to display caloric information directly on its menu boards, and set a new standard in menu transparency.

And, to help encourage healthy eating in schools, Extreme Pita pioneered the first 100% Health Check certified School Lunch Menu in Canada, meeting newly introduced school nutrition regulations nationwide.

About Extreme Brandz

Extreme Brandz is a leading Canadian quick service restaurant franchisor of Extreme Pita, Purlblendz and Mucho Burrito. Based in Mississauga, Ontario, Canada, the company was created by brothers Alex and Mark Rechichi in 1997 with the opening of an Extreme Pita location in Waterloo, Canada. In addition to ranking in Entrepreneur magazine's list of top restaurant franchises in 2011, Extreme Brandz won the 2011 Company of the Year Pinnacle Award <http://www.youtube.com/watch?v=ghZqH2seSv8> . Today there are 350 locations of the three chains across North America. For more information, visit www.extremebrandz.com .