

Shakey's

NEWS RELEASE



SHAKEY'S PARTNERS WITH THE LOS ANGELES FIRE DEPARTMENT TO RAISE AWARENESS FOR PREVENTION OF FIRE FATALITIES IN THE HOME

A Portion of Sales Receipts for Shakey's New Firehouse Pizza Will Be Donated to LAFD

FOR IMMEDIATE RELEASE:

ALHAMBRA, CA (April 26, 2007) – Shakey's Pizza Parlor today announced its partnership with the Los Angeles Fire Department (LAFD) to help raise awareness for the prevention of fire fatalities in the home. During Shakey's "Firehouse Fridays," April 20 through June 22, one dollar from the sale of every new Shakey's Firehouse Pizza, at participating restaurants, will be donated to LAFD to support ongoing fire safety and fire prevention education programs in the community and schools.

Shakey's will create and distribute 25,000 brochures for the "Prevention of Fire Fatalities in the Home." The brochures will be distributed at all 104 Los Angeles firehouses and Los Angeles area Shakey's Pizza Parlors with tips on ways in which individuals and families can prevent fires in their homes.

"Shakey's takes great pride in being an active member in the communities that we serve. It is our pleasure to partner with the Los Angeles Fire Department, to promote fire safety as well as to show support for all that the LAFD does," said Tim Pulido, Shakey's CEO.

The National Fire Protection Association's report on fire patterns indicate that heating equipment fires are the second leading cause of fire deaths in American homes. Major causes of U.S. home heating fires include:

- Lack of regular cleaning of chimneys in fireplaces and wood stoves;
- Placing things that can burn too close to space and portable heaters;
- Flaws in design, installation or use;
- Fueling errors involving liquid- or gas-fueled heaters;
- Leaving portable or space heaters unattended.

"The Los Angeles Fire Department is committed to our communities and providing Fire Safety Education, with the goal of reducing fire fatalities in the home" said LAFD Community Relations Officer, Captain Antoine McKnight.

(more)



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Shakey's all new Firehouse gourmet pizza, loaded with sliced spicy Italian sausage, spicy pepperoni, red onions, diced tomatoes and fresh basil, delivers four-alarm flavor. And every Friday between April 20 and June 22, customers can visit selected LA area Shakey's restaurants to meet with volunteer members of the LAFD who will share fire prevention tips, pose for photos and demonstrate how a real fire engine works.

ABOUT SHAKEY'S® USA

For more than 50 years, Shakey's has been the place for family and friends to enjoy good food and good times. Shakey's first opened its doors in April 1954 in Sacramento. Still today, Shakey's serves its original thin crust pizza, crispy fried chicken and famous Mojo® Potatoes — sprinkled with secret seasoned breading and deep-fried. Shakey's USA, Inc is headquartered in Alhambra, Calif.

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