

PMQ

PIZZA MARKETING QUARTERLY

The C.P.A. CHAMPION PIZZA ARTIST

AT ROMEO'S PIZZA IN MEDINA, OHIO
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FIRST-EVER NATIONAL INDEPENDENT PIZZERIA PROMOTION

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GIVE 'EM THE BIRD

DON'T KEEP YOUR CHICKEN DISHES COOPED UP
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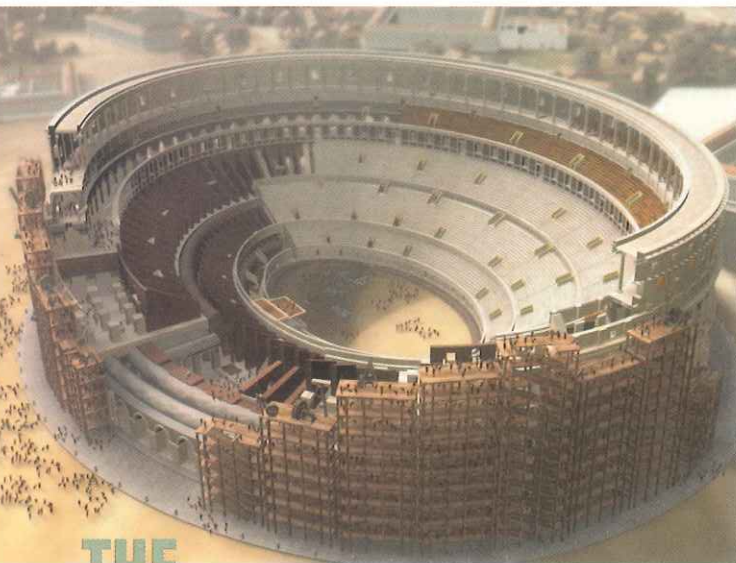
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GREEN ADVERTISING
605 EDISON ST.
OXFORD, MS 38655

REMEMBER NOVEMBER!
NEW YORK PIZZA SHOW
NOVEMBER 1-2, 2005
WWW.NEWYORKPIZZASHOW.COM



GRAB A SLICE OF HISTORY



THE FIRST-EVER NATIONAL INDEPENDENT PIZZERIA PROMOTION

Grab a bigger slice of the pizza market with PMQ and The History Channel®. It's never been done before, but 'history' is about to take place as PMQ and The History Channel team up to bring you the first-ever coast-to-coast independent pizzeria promotion and you're invited to participate. You can benefit from this and drive traffic to your pizzeria through this national promotion. The best part is that it doesn't cost you a dime to sign on to what will probably be the biggest thing to happen to pizza since the invention of the pizza cutter. Join us as we celebrate the history of Rome and all things Italian!

The History Channel will be airing **ROME: ENGINEERING AN EMPIRE** on Tuesday, September 13, 2005. In support of this television special, The History Channel will be executing a national on-air sweepstakes that awards a 7-day/6-night trip to Rome.

HOW DO YOU BENEFIT?

A \$500,000 media campaign, including nationally run television commercials on The History Channel and an online presence on History.com, will drive traffic to your pizzeria with a special consumer offer redeemable at participating pizzerias – you could be a participating pizzeria in the area! Not only do your sales benefit from the national television campaign, you can enter to win a trip to Italy and the World Pizza Championships.

HOW IT WORKS

In the weeks between August 15 and September 13, 2005, The History Channel will run television commercials encouraging consumers to go to The History Channel website to register to win a trip to Rome and to download a special offer redeemable at participating pizzerias. The promotional offer good at participating independent pizzerias will be in the form of a printable online coupon. Millions of pizza-eating, The History Channel-watching customers will be exposed to your pizzeria! As a participating pizzeria, all you have to do is...

- Agree to honor this consumer offer from August 15 – September 30: Buy One Pizza, Get the Second Pizza at Half Price.
- Display ROME point-of-sale elements such as a window cling, poster, table tents and attach box toppers to your pizza boxes from August 15 – September 13. All elements are provided by The History Channel and will be shipped directly to your pizzeria – for FREE! Point-of-sale promotional material includes: (1) Window Cling, (1) Poster, (2) Table Tents and (1,000) Box Toppers.

THE HISTORY CHANNEL® WILL...

- Through television spots, direct consumers to History.com to download the special offer good at their local pizzeria.
- List your pizzeria in a directory of participating pizzerias on History.com.
- Provide all ROME promotional point-of-sale elements.

WIN A TRIP TO THE WORLD PIZZA CHAMPIONSHIPS IN ITALY

As a participating independent pizzeria, you will have the opportunity to enter for a chance to win a trip for two to the April 2006 World Pizza Championships in Salsomaggiore, Italy!

Never before has there been anything promoted for independent pizzerias on a national level with this amount of exposure. Don't miss out and Register Now! **Go to PMQ.com to take part in this groundbreaking promotion.** Hurry! The deadline to register is July 22. Questions? Please email historychannel@normmarshall.com.

— PMQ —

PRESENTED BY:



Join the First Independent Pizzeria Promotion with PMQ & The History Channel®

Be a part of an exciting promotional campaign that will drive traffic to your pizzeria and boost sales. The History Channel® has teamed up with *PMQ Magazine* to bring you the first-ever independent pizzeria promotion. Join us as we celebrate the history of Rome and all things Italian!

Drive Traffic To Your Pizzeria Through This National Television Promotion!

WIN A TRIP TO THE WORLD PIZZA CHAMPIONSHIPS IN ITALY

You will have the opportunity to enter for a chance to win a trip for two to the April 2006 World Pizza Championships in Salsomaggiore, Italy!

REGISTER NOW

Go to PMQ.com for more information and to take part in this groundbreaking promotion.

Hurry! The deadline to register is July 22nd.*

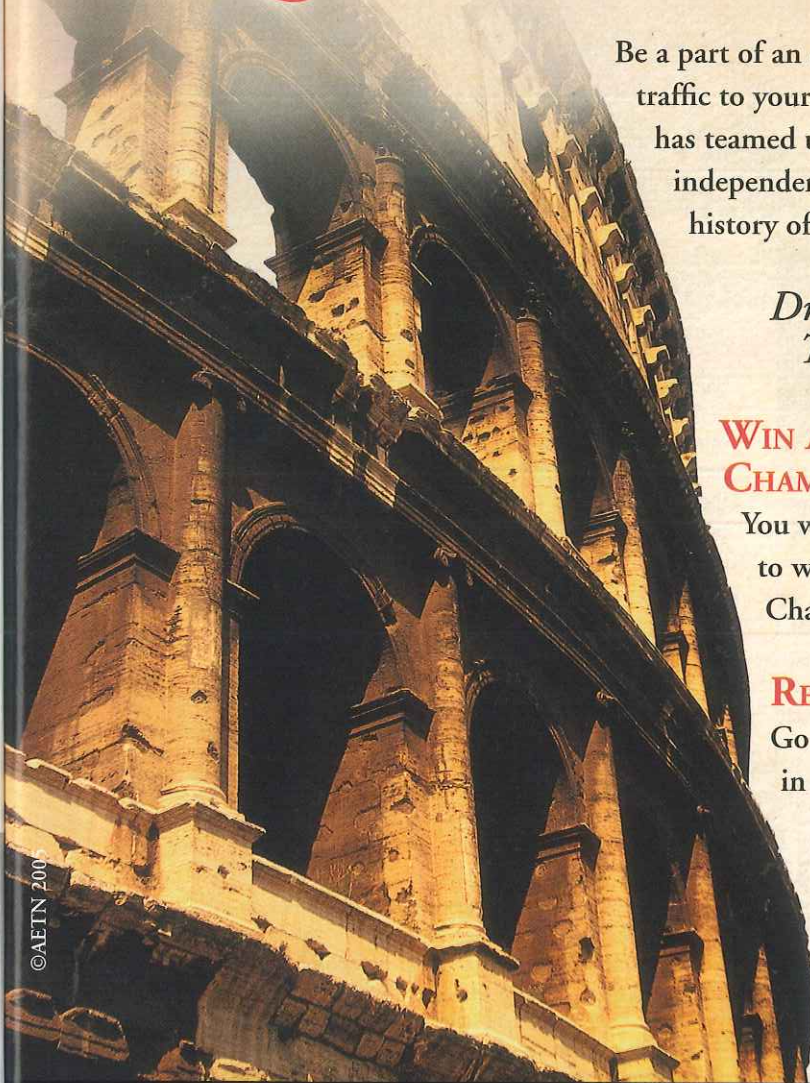
*Promotion limited to the first 3,500 pizzerias to register.

PMQ

ROME
Engineering an Empire

THE HISTORY CHANNEL
History.com

Watch Sept. 13, 9pm/8c



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THE HISTORY CHANNEL "ROME - PIZZA" PROMOTION - 2005 Official Rules

No purchase necessary. Void where prohibited. Starts 12:00:01 AM (ET) September 13, 2005 and ends at 11:59:59 PM (ET) on September 30, 2005.

ELIGIBILITY: Open to current independent pizzeria owners, including those that are incorporated, formed by a partnership or sole proprietors, who are not affiliated with a national pizza chain, (who own no more than 9 stores), who are legal residents of the 50 United States and District of Columbia, (and in Puerto Rico and where prohibited, ABE Television Networks ("Sponsor"), NMA Entertainment & Marketing ("Administrator"), Pizza Marketing Quarterly ("PMQ") and each of their respective parents, affiliates, subsidiaries, advertising and promotional agencies, pizza providers and each of their respective officers, directors, employees and members of the immediate family and persons living in the same household of each are ineligible. In order to be eligible to enter, owners must display all promotional materials, including window clings, posters, table tents, and box toppers, between August 15, 2005 and September 13, 2005, and honor coupons downloaded from history.com in connection with a simultaneous consumer promotion being sponsored by THE HISTORY CHANNEL entitled "WIN A TRIP TO ROME" SWEEPSTAKES. Coupons entitle consumers to buy one pizza at full price and get the second at half price. Entrants do not need to be subscribers to or members of PMQ in order to enter. Promotion ends at 11:59:59 PM (ET) on September 30, 2005.

ENTER: Between 12:00:01 AM (ET) on September 13, 2005 and 11:59:59 PM (ET) on September 30, 2005 ("entry period"), you may enter THE HISTORY CHANNEL "ROME - PIZZA" PROMOTION by visiting <http://www.pmq.com>. Participants must complete the online affidavit and attach a jpeg-formatted photo of their in-store promotional display, and click on the "Submit" button during the entry period. The attached photo must not exceed 1MB. The photo will not be judged and will not increase chances of winning. Limit one (1) entry per pizzeria during the entry period. If an owner owns more than one pizzeria, he/she may enter once for each pizzeria he owns to increase his chances of winning. Owners may also enter an employee of their pizzeria into the promotion but in no instance shall more than one entry be made per pizzeria. The person who is entered in the promotion will be responsible for any taxes on a prize which they may win. Only one (1) jpeg-formatted photo will be accepted per entry. By entering the Promotion online, participants acknowledge that they are aware of and agree with the Partner's privacy policy located at: <http://www.pmq.com/privacy.html>. Sponsor and Promotional Partners are not responsible for malfunctions of electronic equipment, computer hardware, software, malfunctions of the entrant's email provider, lost, late, incomplete, misdirected, stolen, postage-due, damaged, address change of entrants, or illegible entries or entries not received in time for the drawing. Entries not containing the required information and entries in excess of the stated limit by the same person will be disqualified. Proof of delivery or receipt of entry will not be deemed as proof of entry. Any attempted form of entry other than described herein is void. Sponsor is not responsible for problems downloading entries from the website or for any other technical problems related to website entries. Sponsor reserves the right to modify, suspend or terminate the Promotion in the event that it becomes infected by a computer virus or is otherwise technically impaired and award prizes from among all eligible entries received prior to cancellation or termination. In the event of a dispute regarding the identity of the person submitting an online entry, the entry will be deemed to be submitted by the person in whose name the e-mail account is registered. Entries and photos become the property of Sponsor and will not be returned. Normal

Internet access and usage charges imposed by your online service will apply. Entries must be received no later than 11:59:59 PM (ET) on September 30, 2005.

WINNER SELECTION: One (1) Grand Prize Winner will be selected in a random drawing conducted by Administrator on or about October 17, 2005, from among all eligible entries received by Administrator, an independent judging organization, whose decisions are final on all matters relating to this Promotion. Odds of winning depend on the total number of eligible entries received. Winner will be notified by phone or express mail on or about October 24, 2005. Except where prohibited, as a condition of winning, Grand Prize Winner will be required to sign and return, within 14 days of notification, an Affidavit of Eligibility and Release from Liability ("Release") and a statement affirming the winner's grant of all rights in the submission and the right to use winner's name, likeness (where legal), and only in all media for promotional purposes to Sponsor. Failure to return any documents within the time specified or failure to respond to notification attempts or return of any prize notification as undeliverable will result in disqualification and selection of an alternate winner.

PRIZE DETAILS: One (1) Grand Prize: An 8-Day/7-Night trip for two (2) to the World Pizza Championships which will take place from April 3, 2006 through April 5, 2006 in Salsomaggiore, Italy. Trip includes roundtrip coach class air transportation for two (2) from a major U.S. airport of Sponsor's choice near winner's residence to Italy, hotel accommodations (double occupancy), and ground transportation to/from airports/airports (Estimated Retail Value ("ERV") - \$7,000.00). In the event the "World Pizza Championship" portion of the Grand Prize is not able to take place as planned, for any reason, the remaining components of the Grand Prize shall constitute full satisfaction of Sponsor's prize obligation to the Grand Prize winner, and no other or additional compensation will be awarded. Grand Prize winner and his/her travel companion must have a valid Passport in his/her name. Grand Prize winner must have a valid credit card in his/her name. Grand Prize package does not include transportation to/from winner's home to airport, meals, taxes, insurance, personal expenses or any other items not specifically described in these Official Rules and all expenses for any of the foregoing are the sole responsibility of Winner. The actual retail value ("ERV") of the prize may vary depending upon the point of departure and fare fluctuation. Travel dates and availability to be provided by Sponsor. Trip must be taken March 31, 2006 - April 7, 2006 or prize will be forfeited in its entirety. Some additional restrictions and blackout dates may apply. Final travel arrangements and choice of hotels to be determined by Sponsor in its sole discretion. Grand Prize winner and guest must travel together on the same itinerary. Grand Prize winner must confirm available travel dates and flight times selected by Sponsor at least six (6) weeks prior to travel date. No extension or change of trip dates permitted. Trip is subject to air/ground travel availability, hotel availability and all other prize and travel restrictions, as applicable. If travel companion is a resident of a jurisdiction that deems him/her to be a minor, he/she must be accompanied by his/her parent/legal guardian and such companion may pay his/her own expenses, unless deemed to be the winner or any other traveling companion. Grand Prize Winner's travel companion (or parent/legal guardian if a traveling companion is a minor) must sign and return a Release of Liability/Publicity Release (where legal) prior to the issuance of travel documents. Prize will be awarded. No transfer, substitution or cash equivalent for any prizes will be permitted, except at Sponsor's sole discretion due to prize unavailability for any reason, and only then for a prize of greater or equal value determined by Sponsor shall be allowed. Limit one (1) prize per person or household.

GENERAL: Promotion is governed by the laws of the State of New York, with venue and jurisdiction in New York County, NY and all claims must be resolved in the courts located in New York County, NY. By entering, entrants/winner agree: (1) to release the Sponsor, Administrator, and Promotional Partners and their agents from all liability, loss or damage arising out of their participation in the Promotion and with respect to their acceptance and use/misuse of the prizes; (2) to be bound by the Official Rules; (3) that the decision of the Sponsor is final and binding on all matters relating to the Promotion; and (4) to the use of their names and likenesses for advertising and promotional purposes in all media worldwide (including online) without additional compensation, except in TN and where otherwise prohibited by law. All applicable federal, state and local laws and regulations apply. Winner is responsible for all federal, state and local taxes. Grand Prize Winner will be issued an IRS 1099 tax form for the actual value of their prize. Sponsor and Parties are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or related to this Promotion which may limit the ability to participate or by any human or technical error which may occur in the processing of the entries in this Promotion. As permitted by law in accordance with the Sponsor's Privacy Policy, Sponsor may use information, which all entrants provide about themselves, to send them announcements about the Sponsor's products and programs via electronic and ordinary mail. An entry, except where prohibited by law, constitutes a grant of permission to the Sponsor or its agents to include winner's names on the <http://www.history.com> site and <http://www.pmq.com> site and in connection with a Winner's List without further notice or without additional compensation.

CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

RULES & WINNER INFORMATION: To obtain a copy of the official rules or the name of the winner, send a stamped, self-addressed envelope to be postmarked by September 30, 2005 and received no later than October 7, 2005 to RULES REQUEST OR WINNER'S LIST, THE HISTORY CHANNEL "ROME - PIZZA" PROMOTION, c/o NMA Entertainment & Marketing, 2 Park Avenue, Suite 1400, New York, NY 10016. NY residents may omit return postage.

SPONSOR: ABE Television Networks, 235 East 45th Street, New York, NY, 10017.

ADMINISTRATOR: NMA Entertainment & Marketing, 2 Park Avenue, Suite 1400, New York, NY, 10016.

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