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Pizza Inn[®]



PIZZA INN CELEBRATES 50th ANNIVERSARY

Pizza Inn Icon “Jo Jo” Set to Return in “Moustache Monday” Promotion

THE COLONY, Texas, July 7, 2008 — (NASDAQ: PZZI) – For fifty years, Pizza Inn has served its Original Thin crust pizza and sweet ice tea to millions of customers following big games, first dates, break-ups and make-ups as well as swell birthday parties. To commemorate the chain’s many contributions to the American experience, Pizza Inn will begin a two-month anniversary celebration beginning in July at participating domestic buffet and delivery-carryout locations.

“During the celebration our goal is to act as if we are ten years old, not 50,” said Charlie Morrison, President and CEO of Pizza Inn. “It’s all about having fun. Sure, we are going to have discounts and games and special giveaways, but most of all we are going to party like crazy while thanking our customers for letting us play a small part in their lives. Our guests didn’t grow up going to Pizza Inn. They grew up with Pizza Inn and for that we are grateful.”

The chain will reintroduce “Jo Jo” – its original pizza-tossing, moustache-wearing mascot in a promotion called “Moustache Mondays” beginning August. During Moustache Mondays, customers sporting a moustache (or faking one) will be given \$1 off any adult buffet purchase or \$2 off any medium large or giant pizza purchase (dine-in or carry-out) each Monday in August. Moustache stickers will be provided to those not quite capable of generating a moustache, making it an event for the entire family.

The series of promotions launches this week with a variety of special offers, including a \$.50 medium one-topping pizza with the purchase of any large 3-top, Signature or Max pizza at regular price. Customers will also be able to play “Pizza Bingo,” where they can win a free large one-topping pizza with a bingo blackout. Some Pizza Inns will also redecorate their stores in a 1950’s motif, complete with music, special offers and activities for the kids.

Other activities and events will be announced by the chain during the course of the promotion.

“Stay tuned,” said Morrison. “This is going to be a good time.”

Pizza Inn, Inc. (www.pizzainn.com) is headquartered in The Colony, Texas, along with its distribution division, Norco Restaurant Services Company. The Company is a franchisor and food and supply distributor to a system of franchised and company owned restaurants operating both domestically and internationally under the trade name “Pizza Inn.”