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PIZZA INN TAPS TDA AS ADVERTISING AGENCY OF RECORD *Boulder, Colorado Agency to Lead Brand's Repositioning*

THE COLONY, Texas, April 8, 2008 —Pizza Inn Inc. (NASDAQ: PZZI) has named TDA Advertising and Design, a Boulder, Colorado based firm, as its advertising agency of record. The announcement concludes a two-month review of the chain's brand and advertising needs.

"This is a very important decision for Pizza Inn," stated Charlie Morrison, President and CEO of Pizza Inn. "Although we've experienced positive same store sales growth over the past year and will celebrate the brand's 50th anniversary in 2008, there is much more work to be done. Our goal is to have TDA position us for the next 50 years, helping us with the entire brand, from positioning to new concept development. We're excited about our partnership and are ready to roll our sleeves up and get to work."

TDA founder Thomas Dooley added, "Pizza Inn is not looking to tinker. They're asking for big things as part of their brand revitalization, from positioning and store design on up. This is a chain that is ready for big things."

TDA will launch Pizza Inn's repositioning and brand campaign with the chain's 50th anniversary promotion in July 2008.

About Pizza Inn, Inc.

Pizza Inn, Inc. (www.pizzainn.com) is headquartered in The Colony, Texas, along with its distribution division, Norco Restaurant Services Company. Pizza Inn franchises approximately 334 restaurants and owns one restaurant with annual domestic and international chain-wide sales of approximately \$145 million.

About TDA

TDA Advertising & Design is a creative-focused advertising agency with \$26 million in billings from clients including, among others, Thule, bot Beverages, Rudi's Organic Bread, Cloudveil, FirstBank, 1% for the Planet, Newton Running Shoes, General Electric and Titus bicycles.

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