

BOSTON CITY PAPER

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IT PAYS TO TAKE-OUT FROM CALIFORNIA PIZZA KITCHEN

California Pizza Kitchen, Inc. home to the Original BBQ Chicken Pizza and other innovative hearth-baked pizzas, made-to-order pastas, creative salads, appetizers, soups, sandwiches and desserts, announced today that Boston resident Kate S. has won \$25,000 as part of the restaurant chain's nationwide Thank You Card program which kicked-off in April. Kate S. was picking up a take-out order at the California Pizza Kitchen in The Prudential Center when it was revealed she was the winner.

"I have been a regular customer of this California Pizza Kitchen for the past six years. I never imagined my thank you card held the

\$25,000 prize and was simply hoping to have a percentage taken off my take-out order, the Original Chopped Salad. I guess I'm the one that's thankful now!" stated Kate.

Earlier this year CPK gave out 2.7 million Thank You Cards to customers dining at their full service restaurants across the nation. Each party received a sealed envelope with a check containing a guaranteed prize, ranging from 10 percent off a meal to \$50,000. The grand prize of \$50,000, CPK Frozen Pizza for a Year and many other cash prizes are still available. Diners have until June 30, 2009 to redeem their prizes.

"The number of redemptions have been particularly high this year and we are thrilled that one of our loyal customers was able to win this great prize. This is the second largest reward we offer and we are still waiting for the Thank You Card containing the \$50,000 grand prize to be redeemed," said Rick Rosenfield and Larry Flax, co-founders and co-CEOs of California Pizza Kitchen.

For complete program details and official contest rules, please visit www.cpk.com.

