



February 2, 2017

Find Your Long-Lost Love with Papa Murphy's HeartBaker® Pizza

Parents find time for romance with the return of the iconic pizza and new Chocolate! Chocolate! Chocolate! cookie dough

VANCOUVER, Wash., Feb. 02, 2017 (GLOBE NEWSWIRE) -- [Papa Murphy's](#) Holdings, Inc. (NASDAQ:FRSH) is making Valentine's Day easier for parents everywhere with the return of a family-favorite: the HeartBaker Pizza. Plus, this year's holiday is even sweeter with the launch of the new Chocolate! Chocolate! Chocolate! Cookie Dough.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/8bdb4ab0-2fc0-4cdc-90ee-2d5e7c2570f0>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/107a5f52-14b6-412d-b7fd-0ea7908279a1>

Valentine's Day can be challenging when families try to balance a romantic, no-stress evening for two and a made-from-scratch meal for the kids. Partnering with Papa Murphy's, parents can relax and (potentially) have a romantic meal together this Valentine's Day. Papa Murphy's provides the bake-at-home HeartBaker Pizza as a quick and easy way to get a fresh, celebratory meal ready for the family while avoiding holiday chaos.

"We couldn't be more excited to pair our festive HeartBaker pizza with the launch of our decadent Chocolate! Chocolate! Chocolate! Cookie Dough," said Jeff Shamburger, Vice President of Brand Marketing & Innovation at Papa Murphy's International. "This is a perfect pairing that easily helps families celebrate Valentine's Day with a fresh meal."

The HeartBaker is now available at participating locations through February 14, 2017 and will be offered for just \$8 in participating markets. The new Chocolate! Chocolate! Chocolate! Cookie Dough—chocolate cookie dough with white and semi-sweet chocolate chips—is available through March 26, 2017 for only \$5. Mom or Dad can fill the entire table, pairing both the HeartBaker Pizza and Chocolate! Chocolate! Chocolate! Cookie Dough, for an \$11 Sweetheart of a Deal at participating locations.

All of Papa Murphy's products, including the HeartBaker and Chocolate! Chocolate! Chocolate! Cookie Dough, are made fresh in store with mom-approved ingredients. Families can bake the items at home and have a hot, no-mess meal on the table in about 15 minutes.

To find the Papa Murphy's location nearest you, please visit www.papamurphys.com. To connect through Facebook, visit www.facebook.com/papamurphyspizza.

About Papa Murphy's

Papa Murphy's Holdings, Inc. (Nasdaq:FRSH) is a franchisor and operator of the largest Take 'n' Bake pizza brand in the United States, selling fresh, hand-crafted pizzas ready for customers to bake at home. The company was founded in 1981 and currently operates more than 1,575 franchised and corporate-owned fresh pizza stores in 38 states, Canada and United Arab Emirates. Papa Murphy's core purpose is to bring all families together through food people love with a goal to create fun, convenient and fulfilling family dinners. In addition to scratch-made pizzas, the company offers a growing menu of grab 'n' go items, including salads, sides and desserts. Order online today at www.papamurphys.com.

 HeartBaker® Pizza

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Media Contact:

Elyse Goldman, ICR

papamurphys@icrinc.com

646-277-1220

 Primary Logo

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