



January 19, 2017

## Papa Murphy's Launches First National Television Advertising Campaign

### "Papa Murphy's Law" Campaign Shows How to Bring Peace to Family Chaos, Company Introduces Even Better Pizza Recipes Based on Consumer Insight

VANCOUVER, Wash., Jan. 19, 2017 (GLOBE NEWSWIRE) -- [Papa Murphy's](#) Holdings, Inc. (NASDAQ:FRSH) today announced the launch of the brand's first national advertising campaign, "Papa Murphy's Law", to accelerate the Company's growth as a national brand. Launching on January 23, 2017, the campaign will run for three weeks.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/0881b27a-42c5-43d6-9747-8a32c66a6d74>

The campaign draws inspiration from Papa Murphy's core target audience of families. Using humor to highlight the mayhem of modern parenthood, the campaign features familiar depictions of life with children. In contrast to the parenthood of perfection idealized before social media, moms and dads will connect with the featured stories of survival. The Murphy's Law adage states that anything that can go wrong, will go wrong. Many moms and dads have experienced those moments of tension and now relish in sharing them with other parents that have inevitably experienced the same chaos.

"Papa Murphy's Law' shows that if you give your family real, fresh ingredients without the burden of prep or cleanup, you can avoid the chaos...at least when it comes to dinner," said Brandon Solano, Chief Marketing Officer at Papa Murphy's. "We are excited to share our unique approach to pizza and superior product quality with families across the country."

Papa Murphy's is also highlighting recent menu enhancements with this national advertising. Extensive consumer research was conducted in late 2016 to update recipes for current consumer tastes. The new recipes feature the following (on large pizzas):

- 1 **Chicken Bacon Artichoke:** 50 percent more bacon
- 1 **Herb Chicken Mediterranean:** 33 percent more chicken raised without antibiotics
- 1 **Papa's All Meat:** 33 percent more sausage and 43 percent more Canadian bacon
- 1 **5-Meat Stuffed:** 33 percent more sausage, 50 percent more bacon and 43 percent more Canadian bacon

The first national advertising commercial will feature the new recipe of Papa's All Meat with scratch-made dough, red sauce, Canadian bacon, salami, pepperoni, Italian sausage, and ground beef.

"We have achieved a loyal following by giving our customers high-quality meal options with easy, bake-at-home convenience, and now our customers will love the taste of our pizzas even more," said Papa Murphy's Chair of the Board and Interim Chief Executive Officer, Jean Birch. "I'm excited to extend our first-ever national television as an invitation for everyone to come in and try these new and improved pizzas."

To find a Papa Murphy's location nearest you, please visit [www.papamurphys.com](http://www.papamurphys.com). To connect through Facebook, visit [www.facebook.com/papamurphyspizza](http://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

 Papa Murphy's Law

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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](http://www.papamurphys.com).

The photo is also available via AP PhotoExpress.

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 Primary Logo

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