



February 4, 2016

Papa Murphy's Celebrates Valentine's Day With the Return of Its Popular HeartBaker Pizza

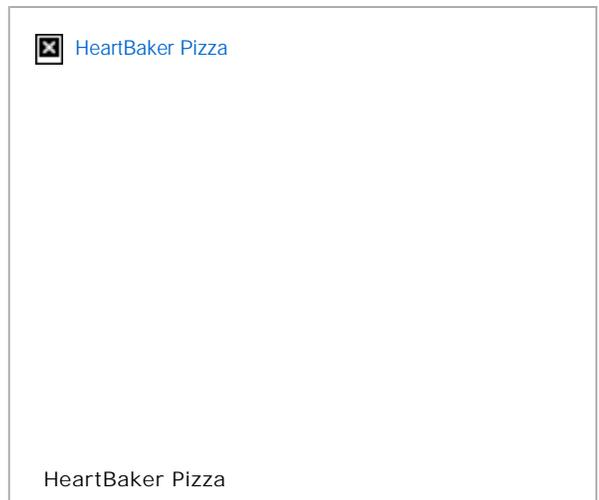
Available for a Limited Time Only at Participating Locations Nationwide Until February 14

VANCOUVER, Wash., Feb. 04, 2016 (GLOBE NEWSWIRE) -- [Papa Murphy's](#) Holdings, Inc. (NASDAQ:FRSH) is bringing back the home-baked love this Valentine's Day for families who love a night in with the return of its popular HeartBaker Pizza. The heart-shaped pizza, synonymous with this time of the year, adds a special touch to any Valentine's Day dinner at home and is the perfect way to celebrate love with the entire family. The HeartBaker Pizza will be available at participating Papa Murphy's locations nationwide now through February 14.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/e4262599-ced8-41a3-a46f-a83c8a9aff1d>

"Celebrating Valentine's Day at home with a Papa Murphy's HeartBaker Pizza has become a tradition for families everywhere," said Ken Calwell, president and chief executive officer of Papa Murphy's. "We're thrilled to bring back this fan favorite pizza and continue the tradition of creating family memories around a fresh-baked meal surrounded by the people you love. Baking one of our pizzas in your own oven and serving it to your family is truly a celebration of Love at 425°."

The HeartBaker Pizza starts with Papa Murphy's fresh, scratch-made dough in the shape of a heart topped with traditional red sauce, generous portions of 100 percent whole milk Mozzarella cheese grated fresh in stores each day and premium pepperoni slices for a distinctly red, heart-shaped pizza. To enjoy, guests should bake their HeartBaker Pizza at 425 degrees for 12-18 minutes and serve hot and shared with the ones you love.



Show us how you celebrate Valentine's Day with Papa Murphy's by joining the conversation on Facebook or Twitter using the #LoveAt425 hashtag, we will repost our favorites!

To find a Papa Murphy's location nearest you, please visit www.papamurphys.com and the full menu can be found at <http://www.papamurphys.com/menu/>. Order online via the Papa Murphy's App available free for download from the [Apple® App Store®](#) and [Google Play®](#). To connect with Papa Murphy's through Facebook visit www.facebook.com/papamurphyspizza or [Twitter](#) and [Instagram](#) at @PapaMurphys #LoveAt425.

About Papa Murphy's

Papa Murphy's Holdings, Inc. (Nasdaq:FRSH) is a franchisor and operator of the largest Take 'N' Bake pizza chain 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 1,500 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.

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 [Primary Logo](#)

Source: Papa Murphy's Holdings, Inc.

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