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## **Papa Murphy's Debuts New Value Options and Cowboy Cookie Dough for a Limited Time Only**

### **The world's leading take 'n' bake pizza brand aims to provide families with even more everyday affordability**

VANCOUVER, Wash., March 29, 2017 (GLOBE NEWSWIRE) -- [Papa Murphy's Holdings, Inc.](#) (NASDAQ:FRSH) today unveiled two options for price-conscious families, the XLNY™ (Extra Large New York-Style) Pizza for \$7 and Two Medium 2-Topping Pizzas for \$5.99 each. These meals were created for families who crave tasty, high-quality meals at affordable prices. Participating stores in select markets will offer one of these options for a limited time only.

The new XLNY™ Pizza is made with garlic red sauce, giant pepperoni, ground sausage and fresh-grated parmesan cheese on an extra-large, foldable New York Style Crust for \$7. As with all Papa Murphy's menu items, guests take their freshly made XLNY™ Pizza home and bake it at 425 degrees for 12-18 minutes in their own oven for a hot, enjoyable and convenient dinnertime option.

"Our customers want smart options that are fresh, delicious, and also affordable," said Jean Birch, Chair of the Board and Interim Chief Executive Officer of Papa Murphy's Holdings, Inc. "We hope getting two fresh pizzas for a great price makes everyone in the family happy, and we're excited to introduce a new bake-at-home version of a truly giant New York-style pizza with the XLNY. Even with the pressures of today, we believe these options can make dinnertime a little easier."

To sweeten and perfectly finish off these affordable meals, Papa Murphy's has also added the new Cowboy Cookie Dough—scratch-made cookie dough with oats, coconut, white chocolate chips and semi-sweet chocolate chips—available at all locations through May 28, 2017 for just \$5.

Papa Murphy's is already known for unique ingredients like artichoke hearts, and innovative recipes like the Gourmet Delite® Thai Chicken pizza. "We know we offer pizzas our customers can't get anywhere else, and that they love trying new things. We want to offer a variety of flavors and price points so that everyone can serve their perfect pizza out of their home oven," Birch concluded.

To find the 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 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).

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