

MTY Group Look to Put a 'Wrap' on Australia & New Zealand With Extreme Pita & Purbblendz

TSX Trading Symbol: "MTY"

MONTREAL, Dec. 6, 2013 /CNW Telbec/ - MTY Food Group Inc. ("MTY" or the "Company") (TSX: MTY) announced today that it is making inroads into Australia & New Zealand taking a 2,000-year-old staple bread - THE PITA - and will wrap up the Australian & New Zealand markets with fresh, fast and healthy alternative food and smoothie products for all customers, as Extreme Pita and Purbblendz announce the signing of its first international agreement in Australia (www.extremepita.com.au).

"Pita bread has always resonated with great cuisine, and we expect our Canadian twist to make Extreme Pita and Purbblendz a household name throughout these two great countries," said Sean Black, Chief Development Officer of MTY Group. "Our commitment to providing customers a unique product full of fresh, healthy options will help drive the international success of our brand."

In an effort to further the brands' expansion plans, Extreme Pita and Purbblendz have entered into a Master Franchise Agreement with Premium Brandz Pty Ltd for Australia & New Zealand.

"We are proud to be partnering with MTY Group, Extreme Pita & Purbblendz as they expand internationally," said Gary Blyton Director of Premium Brandz Pty Ltd. "We think both brands have tremendous potential and look forward to growing them throughout the Australian & New Zealand markets." Our First restaurant will open this week at King's Cross in Sydney and later this month the second restaurant will open at Macquarie Centre.

About Extreme Pita

Unlike traditional fast food restaurants and sub shops, Extreme Pita does not offer foot-long loaves of bread with just the typical options for filling. Instead, they serve a fresh, modern version of the healthy Mediterranean staple - the pita - and feature a "no rules" menu that customizes every rolled pita to suit the individual tastes of its health conscious customers. Offering an unmatched dining experience without added fats and empty calories, items are freshly grilled right in front of the customer's eyes with water, not oil, inspiring healthier living for its customers. For International franchising opportunities, contact Mark Cunningham at mcunningham@mtygroup.com

Certain information in this News Release may constitute "forward-looking" information that involves known and unknown risks, uncertainties, future expectations and other factors which may cause the actual results, performance or achievements of the Company or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. When used in this News Release, this information may include words such as "anticipate", "estimate", "may", "will", "expect", "believe", "plan" and other terminology. This information reflects current expectations regarding future events and operating performance and speaks only as of the date of this News Release. Except as required by law, we assume no obligation to update or revise forward-looking information to reflect new events or circumstances. Additional information is available in the Company's Management Discussion and Analysis, which can be found on SEDAR at www.sedar.com.

On Behalf of the Board of Directors of MTY Food Group Inc.

Stanley Ma, Chairman, President & CEO

SOURCE: MTY Food Group Inc.

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For further information:

For more information please contact Eric Lefebvre, Chief Financial Officer at 1-514-336-8885 or by email at ir@mtygroup.com, or visit our website: www.mtygroup.com or SEDAR's website at www.sedar.com under the Company's name.

CO: MTY Food Group Inc.

CNW 08:37e 06-DEC-13