

## Extreme Pita Launches New Purfresh™ Beverages



TSX Trading Symbol: "MTY"

TORONTO, July 10, 2014 /CNW Telbec/ - Extreme Pita is proud to announce the launch of two new beverages in restaurants from June 16th at participating locations in Canada and the USA. The beverages are a part of a new menu strategy that will continue to roll out this year.

Purfresh™ beverages are unique drinks, made in house, using premium, fresh ingredients with a vibrant and balanced flavour combination that will cool you off on a hot day.

The beverages will be offered in one size (12 oz) and in 2 varieties for \$2.49 or \$1.99 when purchased with an entrée:

- Strawberry Watermelonade (84 calories) is made with fresh strawberries, watermelon, lemon & lime juice and agave syrup
- Cucumber Mint Lemonade (89 calories) is made with fresh cucumbers, mint leaves, lemon & lime juice and agave syrup

"Extreme Pita has always stood out as a healthier, delicious option within the marketplace and our new Purfresh™ beverages are a step in the same direction," says Erica Gale, Director of Marketing for Extreme Pita, "It's the perfect time of the year to launch a refreshing new beverage. We look forward to the increase in traffic to our restaurants this summer."

National Sampling Days for Purfresh™ beverages:

On Thursday July 17th and Wednesday August 13th, Extreme Pita restaurants in Canada and the USA will be offering free samples of Purfresh™ between the hours of 2pm and 4pm local time. Visit the nearest Extreme Pita location on the sampling days and "get refreshed" with a free sample.

### About Extreme Pita

Extreme Pita has been delighting guests with healthier great tasting pita sandwiches since 1997. Extreme Pita was the first quick service restaurant to marry old world authentic pita bread with healthier, fresh, and unique flavours. At Extreme Pita, we don't believe you should have to choose between eating something good or eating something good FOR you. Whether you want to indulge or you're looking for something nutritious, our menu will satisfy your craving.

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

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