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JMC RESTAURANT DISTRIBUTION COMPANY REFUSES TO DRIVE UP COSTS
CiCi's Pizza's Distribution Company Expands Services to Combat Rising Fuel Prices

Coppell, Texas (January 10, 2007) — While higher fuel costs continue to pack a punch to the trucking industry, JMC Restaurant Distribution Company has a plan to put the brakes on any rising costs to CiCi's Pizza's 600 restaurants and their customers. JMC drivers journey more than seven million miles a year, therefore JMC recently launched a "never an empty truck on the road" initiative. To insulate CiCi's Pizza, JMC has transformed from purely a distributor for CiCi's into a national back hauling and freight hauling company while retaining its' roots as a 'best in class' foodservice distributor.

"The entire trucking industry has seen fuel prices more than double in only a few years and it's imperative to us not to pass along the pinch we are feeling to our customers," says Robert A. Kulick, president of JMC. "We spent a long time problem solving this dilemma and found that by expanding our services we create a win-win situation for both JMC and CiCi's Pizza."

With a well maintained fleet of nearly 70 trucks, JMC runs consistent routes each week to CiCi's restaurants and returns to one of the distribution bases carrying freight for CiCi's and "backhaul customers." This "never an empty truck on the road" approach has already helped defray operating costs and allow product costs to CiCi's to remain as low as possible. With annual sales to the CiCi's system and a variety of backhaul customers approaching \$150,000,000, JMC has created a benchmark against which other distributors compare themselves.

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Page 2 – JMC RESTAURANT DISTRIBUTION COMPANY REFUSES TO DRIVE UP COSTS

JMC is a unique food service distributor. Founded in 1990, JMC focused its attention solely on the CiCi's system for most of its' existence. This enabled the JMC team to thoroughly understand CiCi's operations and focus on accuracy, high inventory turns— nearly 100 a year —and relatively few SKUs. JMC's high fill rate means CiCi's restaurants receive exactly what they order 99.998% of the time, a rarity in the restaurant business. Many of the JMC team members have worked shifts in CiCi's restaurants to ensure a better understanding of their customer's needs.

JMC was founded to support CiCi's restaurants in the Dallas-Fort Worth area after other distributors were unable to keep pace with the vision of great service, low prices and a "whatever it takes" attitude. When it began, JMC had less than 2,000 square feet of warehouse space and one truck to make the 10 weekly deliveries. Currently, JMC services over 600 restaurants in 29 states out of its three distribution centers located in Dallas, Atlanta and Richmond, Indiana. Plans are currently under way for a fourth distribution center in Phoenix to fuel CiCi's growth in the western United States.

For more information, visit www.cicispizza.com or www.cicistrucking.com

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