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Marketing

**Contact:** Wendy Aiello/Mele Telitz  
Aiello Public Relations &

303.355.3838 / 303.204.4486 cell

**CiCi's Pizza's Distribution Company Keeps on Trucking for Special Olympics**  
*JMC Restaurant Distribution, Inc. Entered 17 Rigs in Trucking Convoy*

**September 24, 2007 (Coppell, Texas)** – On September 15, JMC Restaurant Distribution Company rounded up 17 of their trucks to participate in the world's largest truck convoy, a one-day celebration in Marietta, Georgia, that helps raise money for the Special Olympics. In addition to participating in the convoy, JMC Restaurant Distribution Company raised \$3,500 for the Special Olympics making them a gold sponsor. The convoy is just one of many charitable events in which JMC participated this year. The distribution company has raised nearly \$40,000 for charities in addition to blood drives, coat drives, toy drives and canned food drives.

"It is amazing to see the impact your participation has on these athletes," says Robert Kulick, president of JMC Distribution. "We are honored to be part of this convoy. Everyone involved receives far more than they give."

More than 1,800 trucks participated in the 2006 truck convoy, raising more than \$544,000 for Special Olympic programs. That represents an increase of more than 25 percent over 2005's fund raising goal, according to Special Olympics of Georgia.

This year's truck convoy is a project of the Law Enforcement Torch Run, an actual running event in which officers and athletes run the "Flame of Hope" to the Opening Ceremonies of local Special Olympics competitions, state/provincial Games, and National Summer or Winter Games. Every two years, law enforcement officers from around the world gather to carry the "Flame of Hope" in a Law Enforcement Torch Run Final Leg in honor of the Special Olympics World Summer or World Winter Games.

JMC Restaurant Distribution is a unique food service distributor that focuses its attention solely on the CiCi's system. This allows 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 in 1990 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. With a well maintained fleet of nearly 60 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 “backhaul customer” approach helps defray operating costs and allows product costs to remain as low as possible. With annual sales to the CiCi’s system and a variety of backhaul customers over \$150,000,000, JMC has created a benchmark against which other distributors compare themselves.

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