



## FOR IMMEDIATE RELEASE

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## Extreme Pita Implements New Nutricate™ Receipt System

*Patented system gives consumers personalized nutritional information on receipt*

**SAN DIEGO, Calif. – May 30, 2007** – Nutricate Corporation today announced that Extreme Pita, a quick serve food franchise chain known for its fresh, nutritious and large selection of pita sandwiches, has implemented Nutricate's new Nutricate™ Receipt system in both its San Diego Convoy Street and San Diego Mira Mesa Boulevard stores.

The Nutricate™ Receipt system, which is the only solution that offers personalized nutritional information on a receipt, enables consumers to get nutritional information such as calories, protein, fat and carbohydrates, and the percentage of recommended daily values based on the specific items they order. The receipt also offers consumers tips on how to eat healthier if they desire by providing additional information on the receipt such as "Did you know? If you choose lite mayo instead of chipotle mayo on your pita you will save 160 calories and 10 grams of fat?"

Extreme Pita first installed the Nutricate™ Receipt in its Convoy Street store in San Diego in mid-March 2007 and has had tremendous response from its customers ever since.

"The Nutricate™ Receipt has been very well received. Customers say 'Thank you for doing this,' 'I wish every restaurant would offer this information,' and 'every restaurant should be mandated to do this,'" said Heather R. Iantorno, a San Diego/Orange County area developer for Extreme Pita. "We have a great product offering and people have always come for that. But now they're just coming back more often."

"I love having a receipt that gives me information about exactly what I ordered," said Brian Caisman, an Extreme Pita customer. "Having this information makes it easy for me to keep track of what I'm eating and how that fits into my daily diet. I wish more restaurants would offer this type of personalized information."

As a result of the success Extreme Pita had in using the system in its Convoy Street store, the company has since rolled the Nutricate system out to its Mira Mesa Boulevard store in San Diego.

"We're thrilled with the overwhelmingly positive response we've received to the Nutricate™ Receipt. Our customers love getting nutritional information that's tailored to them, and it's

helped us in getting the word out about our company,” said Brett Weiss, a San Diego/Orange County area developer for Extreme Pita. “There are lots of sandwich shops, but no one else is offering this level of nutritional information. People want to know what they’re eating, and Nutricate really helps set Extreme Pita apart from the crowd.”

Nutricate helps consumers make smarter choices. Pre-printed nutritional guides are based on standard orders (i.e. a hamburger, for example), yet more than 70 percent of all meals are customized according to the National Restaurant Association. Furthermore, the guides are for individual items and force customers to do the math to determine their meal totals, something few are willing to do. Nutricate solves these issues by providing meal totals based on the customers precise, personalized order, making it more meaningful and convenient for consumers than any other disclosure method.

“Nutricate is committed to developing nutritional reporting solutions that not only offer the greatest benefit to consumers, but are also easy for food service providers to implement and manage,” said Jay Ferro, Nutricate’s CEO and inventor. “We are delighted to be working with Extreme Pita, and look forward to assisting them in providing their customers with the personalized nutritional information they need to make smarter, more informed choices about what they’re eating.”

For more information on Nutricate or the Nutricate™ Receipt system, please visit the Nutricate web site at <http://www.nutricate.com>.

### **About Extreme Pita**

Extreme Pita was co-founded by Alex and Mark Rechichi in 1997. Their desire was to provide a product that would compete against traditional fast food concepts. Right from the start their idea was simple – sell fresh and healthy food. After a great deal of research and experimenting, Extreme Pita became the answer to this quest. Today the company boasts more than 200 locations in North America and is experiencing a double digit growth rate. For more information on Extreme Pita, visit [www.extremepita.com](http://www.extremepita.com).

### **About Nutricate Corporation**

Nutricate provides personalized nutritional information disclosure systems that meet the needs of both food service providers and customers. The company’s patented system lets restaurants inform, educate, and build loyalty with their customers. Nutricate is headquartered in Santa Barbara, Calif. For more information, please visit [www.nutricate.com](http://www.nutricate.com)

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