

A LETTER FROM THE PRESIDENT

Dear Prospective Franchisee,

My name is Dominic B. DeFelice, President of DeFelice Bros. Pizza, Inc. and DeFelice Franchise Systems, Inc. I welcome you to start your adventure in the business ownership with the company that won the "Best Pizza in the USA" at the World Pizza Championship in Salsomaggiore, Italy.

DeFelice Bros. Pizza, Inc. was started in September 1982 in a small building in Shadyside, Ohio. It began as a proprietorship under the direction of myself and my brother T.J. (deceased), along with my parents Ada and Tony DeFelice (deceased). With the help of my family, the company has progressively grown into the corporation and franchise systems known today as DeFelice Bros. Pizza.

DeFelice Bros. Pizza and DeFelice Franchise Systems, Inc. currently have nine franchise stores located throughout Ohio and West Virginia.

DeFelice Bros. Pizza, Inc. has always maintained a strong commitment to quality, consistency, cleanliness and an outstanding devotion to its customers. All of the original recipes are family-oriented and have been adapted to the needs of the business and the customers. We constantly challenge our products by experimenting, testing and developing new ideas to keep our stores competitive. **Our vision is to be a recognized brand, be the number one place to satisfy that Italian appetite, and to "WOW" our customers without compromising our mission!**

DeFelice Bros. Pizza offers you a quality product that has a proven track record in the pizza industry. I urge you to review the accompanying materials and then contact us to discuss how we can make this the beginning of your financial success with DeFelice Bros. Pizza.

Sincerely,
Dominic B. DeFelice
Founder & President

