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DUKE MARKETING WINS 44 YEAR OLD, 15 UNIT MARY'S PIZZA SHACK BUSINESS

San Rafael, Calif. –August 15, 2003 – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from Mary's Pizza Shack, the 15-unit Italian casual restaurant chain based in Sonoma, CA. Mary's Pizza Shack has retained Duke Marketing to provide public relations, media relations, community relations and local store marketing consulting.

"We wanted to focus our efforts in the communities surrounding our locations," said Denise Pepp, Director of Marketing, Mary's Pizza Shack. "We are very passionate about our food and Linda and Duke Marketing really share that enthusiasm."

Mary's Pizza Shack is family owned and operated, and now run by third generation family members of Mary Fazio. Mary's Pizza Shack maintains a fun, family atmosphere where everything is made from scratch using the original recipes from the original shack, which opened for business 44 years ago in Sonoma.

"Mary's is a great organization. The minute you meet the people there, the family, you know why they are so successful," said Linda Duke, CEO and Principal of Duke Marketing. "They have been making their incredible homemade pizza, pasta and Italian specialties with the original recipes from Mary Fazio, the founder, since 1959," she continued. "It's a great success story, and we are excited to be part of the Mary's family now too!"

Duke Marketing provides a full range of services, including: strategic consulting and market positioning, image development, names, themes, and tag lines, writing, designing and producing advertisements, brochures, direct mail, Web sites, trade show materials and newsletters, as well as creating publicity, managing events, speaking engagements, and public relations.

Specializing in marketing for multi-location company's, Duke Marketing provides local store marketing, in-store promotions, new product roll out and communications, new store openings, POP and public relations, crisis communications and more. Some of the multi-location companies Duke Marketing works with include: Party America, Il Fornaio, Chevys Mexican Restaurants, and A.G. Ferrari Foods to name a few.

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About Duke Marketing™

Duke Marketing is a privately held, California-based Integrated Marketing Communications company. Experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

For more information, contact Duke Marketing at 415-492-4534 or via e-mail at info@dukemarketing.com the Company's web site is located at www.dukemarketing.com.

About Mary's Pizza Shack

Mary's Pizza Shack, founded in 1959 by Mary Fazio, is famous for its homemade Italian food at reasonable prices served in a caring, passionate, casual and fun atmosphere. From the first single "shack" opened forty-four years ago, Mary's Pizza Shack has grown to 15 full-service casual Italian restaurants in Sonoma, Napa, Marin, Solano and Contra Costa Counties. Today, everything is still made from scratch using the original recipes from the original shack. Mary's Pizza Shack serves the same homemade pasta sauces, pizza, soups, salad dressings, and meatballs and carries on the same quality food, passion and traditions just like it was 1959. Mary's Pizza Shack is a family owned business operated by the second and third generation of Mary Fazio based in Sonoma, California.

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