



Papa Murphy's Announces Return of Fan-Favorite Jack-O-Lantern Pizza for Bewitching Halloween Fun

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Leading take 'n' bake pizza brand celebrates return of the spookiest night of the year with a Scream of a Deal

Company marks return of National Pizza Month with social media contest beginning October 16

VANCOUVER, Wash., Oct. 10, 2017 (GLOBE NEWSWIRE) -- [Papa Murphy's](#) Holdings, Inc. (NASDAQ:FRSH) this month unveils the return of its spook-tacularly delicious Jack-O-Lantern Pizza. The one-of-a-kind, fall favorite is sure to frightfully delight little ones of all ages before a full night of trick-or-treating. Made fresh-to-order, Jack-O-Lantern Pizzas, frequently referred to as the Jack-O, will be available nationwide for a limited time at participating Papa Murphy's locations through October 31, 2017. There will be two size options: large and family size.

Customers can also celebrate the Halloween season and indulge their sweet tooth with the Scream of a Deal offer. Papa Murphy's will be offering one pound of their favorite, ready-to-bake chocolate chip cookie dough along with the Jack-O Pizza for a discounted price for a perfectly sweet pairing.

"For years, our customers have relied on Papa Murphy's for a fresh and convenient meal before a night of Halloween festivities and trick-or-treating, and we couldn't be more excited to welcome Jack-O back to our stores," said Jeff Shamburger, senior vice president of marketing for Papa Murphy's. "We're here to make life a little simpler, with really delicious food, and we love celebrating Halloween and National Pizza Month with all of our fans."

Each Jack-O Pizza at Papa Murphy's begins with fresh, scratch-made dough in the shape of a pumpkin, topped with traditional red sauce and 100 percent whole-milk mozzarella grated in store daily. Premium pepperoni is placed into a smiling Jack-O-Lantern face with olives as eyes. The festive pizza is ready to be served fresh out of the oven after it is baked just 12 to 18 minutes at 425 degrees.

In anticipation of the spookiest night of the year, Papa Murphy's is also hosting a social media photo contest for a chance to win one of five Papa Murphy's gift cards. From October 16 through November 1, fans are invited to share a spooky selfie with their Jack-O-Lantern Pizza by using the hashtag #JackoSelfie on Papa Murphy's Twitter and Instagram channels, or by uploading a spooky selfie directly to Papa Murphy's Facebook page.

To find the location nearest you, please visit www.papamurphys.com. To connect through Facebook, visit www.facebook.com/papamurphyspizza.

About Papa Murphy's

Papa Murphy's Holdings, Inc. ("Papa Murphy's" or the "Company") (NASDAQ:FRSH) is a franchisor and operator of the largest Take 'n' Bake pizza brand in the United States, selling fresh, hand-crafted pizzas ready for customers to bake at home. The company was founded in 1981 and currently operates more than 1,500 franchised and corporate-owned fresh pizza stores in 39 states, Canada and United Arab Emirates. Papa Murphy's core purpose is to bring all families together through food people love with a goal to create fun, convenient and fulfilling family dinners. In addition to scratch-made pizzas, the Company offers a growing menu of grab 'n' go items, including salads, sides and desserts. Order online today at www.papamurphys.com.

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Source: Papa Murphy's Holdings, Inc.