



Celebrate Love at 425° this Valentine's Day with Papa Murphy's HeartBaker® Pizza

February 5, 2018

Enjoy a Sweetheart of a Deal that includes both the beloved HeartBaker Pizza and Chocolate Chip Cookie Dough for a limited time

VANCOUVER, Wash., Feb. 05, 2018 (GLOBE NEWSWIRE) -- [Papa Murphy's Holdings, Inc.](#) (NASDAQ:FRSH) is pleased to announce the return of its Valentine's Day favorite, the HeartBaker® Pizza. The festive pizza is shaped like a heart and is available both online and in-store now through February 14 at all locations nationwide, starting at \$7. Customers can also bring home a Sweetheart of a Deal, which includes a HeartBaker Pizza and Chocolate Chip Cookie Dough starting at only \$10, available exclusively in-store.

Valentine's Day may not always taste so sweet when struggling to balance school, work, kids and the ins-and-outs of everyday life. Papa Murphy's wants to take the stress out of the holiday and bring back the romance with a simple, fresh and festive meal. With the Heartbaker Pizza, customers can enjoy the flavorful, home-baked favorite while also enjoying a relaxing date night at home, skipping the crowded restaurants.

"As life gets more and more hectic, quality time with loved ones can be rare. At Papa Murphy's, we understand," said Jeff Shamburger, senior vice president of marketing at Papa Murphy's. "Our Sweetheart of a Deal, featuring our HeartBaker Pizza, is a delicious and easy meal that allows customers to celebrate together in the comfort of their own home with two all-time favorites—pizza and cookies."

The HeartBaker Pizza starts with Papa Murphy's fresh, scratch-made dough topped with traditional red sauce, generous portions of grated 100 percent whole milk Mozzarella cheese and premium pepperoni. Bake the HeartBaker Pizza at 425 degrees for 12–18 minutes, and enjoy with those you love.



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To find the Papa Murphy's 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. (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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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/ea91a11e-41a4-405a-b80e-4bf76424e8de>



Source: Papa Murphy's Holdings, Inc.