



Papa Murphy's Appoints Laura Szeliga as Chief Marketing Officer

February 22, 2018

VANCOUVER, Wash., Feb. 22, 2018 (GLOBE NEWSWIRE) -- [Papa Murphy's Holdings, Inc.](#) (NASDAQ:FRSH) today announced that Laura Szeliga has been named as Chief Marketing Officer, effective February 21, 2018.

With Papa Murphy's, Szeliga will have responsibility for the development and implementation of breakthrough, insight-based brand strategies and marketing plans designed to drive profitable sales.

Szeliga joins Papa Murphy's from Provide Commerce, most recently serving as Senior Vice President and General Manager for the organization's ProFlowers brand. In this role she was directly accountable for the ecommerce business, and led new website improvement programs, new-to-world product innovations and innovative partnerships.

"Laura's extensive experience in spearheading proven marketing strategies for food and retail industry front-runners demonstrates she is the right candidate to lead Papa Murphy's marketing strategy into the future," said Weldon Spangler, Chief Executive Officer of Papa Murphy's. "We are incredibly pleased to welcome Laura to Papa Murphy's."

Prior to ProFlowers, Szeliga was Vice President and General Manager of Provide Commerce's Shari's Berries brand, where she launched new, integrated brand marketing strategies and customer experience programs that drove measurable increases in new customer acquisition and retention. Her tenure at Provide Commerce is preceded by leadership roles at TIMEX, Dean Foods, Kraft Foods, and Kraft Foods International, as well as The Gillette Company.

"I look forward to working with the Papa Murphy's team," said Szeliga. "Papa Murphy's is a company that offers a unique, quality and one-of-a-kind product to its customers, and I am excited to help introduce the brand and all it stands for to even more consumers."

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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Source: Papa Murphy's Holdings, Inc.