



Papa Murphy's Debuts New Company Website and Digital Ordering Platform

March 13, 2018

Simplified online platform improves customer experience and increases order frequency

VANCOUVER, Wash., March 13, 2018 (GLOBE NEWSWIRE) -- [Papa Murphy's Holdings, Inc.](#) (NASDAQ:FRSH) today announces the launch of its newly redesigned website and digital ordering platform. The updated and easy-to-navigate [papamurphys.com](#) was developed in partnership with Fuzz LLC—a digital creative agency—and features a simpler, cleaner design that better reflects Papa Murphy's brand offering. The website highlights the freshness of the Company's scratch-made dough, freshly shredded cheese, hand chopped veggies and high-quality toppings. The rollout of the new ecommerce platform by [Olo](#), the leading provider of online and mobile ordering capabilities, marks the Company's first phase of its digital evolution.

"We're thrilled that our new website showcases the uniqueness of the Papa Murphy's brand and better educates visitors on the unmatched quality of our pizza," said Weldon Spangler, CEO of Papa Murphy's Holdings. "In addition to revamping our website, we are working to address the changing needs of customers with our new online ordering system powered by Olo. It is now easier than ever for Papa Murphy's customers to customize their order, find promotions and value deals, and save their order for easy, future ordering."

The new ordering platform improves the online and mobile ordering experience, sends customers a text when their order is ready for pick-up, and soon will allow customers the ability to order a "half-and-half" pizza that combines two of their favorite pizzas in one. In addition to enhanced customer convenience, Papa Murphy's franchisees now have access to a streamlined payment system with added payment options in participating stores, and franchisees may notice improved sales conversion rates for promotional menu items due to the ability to highlight promotional products. The newly designed [papamurphys.com](#) allows franchisees to receive augmented local hiring support through an easier application process for in-store opportunities.

"We're proud to partner with Papa Murphy's to help take the company's digital experience to the next level," said Noah Glass, Founder and CEO of Olo. "With its focus on fresh ingredients and hand-crafted, personalized tastes, Papa Murphy's is tapped into what today's consumers really want. Utilization of the Olo platform sets up Papa Murphy's for exploring additional options to expand convenience, such as delivery, to continue making this incredible bake-at-home pizza more accessible than ever."

For more information or to experience the new digital platforms, please visit [papamurphys.com](#).

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](#).

About OLO

Olo is the on-demand interface for the restaurant industry, powering digital ordering and delivery for over 200 restaurant brands across 40,000 locations. Olo's enterprise-grade software powers every stage of the digital restaurant transaction, from fully-branded guest interfaces to the back-of-house order management features that keep the kitchen running smoothly. Orders from Olo are injected seamlessly into existing systems to help brands capture demand from on-demand channels such as the brand's website and app, third-party marketplaces, social media channels, and personal assistant devices like the Amazon Echo. Olo is a pioneer in the industry, beginning with text message ordering on mobile feature phones in 2005. Today, over 90 million consumers use Olo to order ahead and get meals delivered from the restaurants they love. Clients include Applebee's (DIN), Chili's (EAT), Chipotle (CMG), Denny's (DENN), Five Guys Burgers & Fries, Jamba Juice (JMBA), Noodles & Company (NDLS), Red Robin (RRGB), Shake Shack (SHAK), sweetgreen, Wingstop (WING), and more. Learn more at [www.olo.com](#). SKIP THE LINE®

Investor Contact:

Fitzhugh Taylor, ICR
fitzhugh.taylor@icrinc.com
877-747-7272

Media Contact:

Rachael Smith, ICR
Rachael.Smith@icrinc.com
646-277-1261

[Primary Logo](#)

Source: Papa Murphy's Holdings, Inc.