



Bake it up a Notch™ this Valentine's Day with Papa Murphy's HeartBaker® Pizza

February 5, 2019

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, 2019 (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, perfect for an easy night in and available now through February 14th both online and in-store at participating locations nationwide, starting at \$9 (prices vary by location). Customers can also bring home a Sweetheart of a Deal, which includes a HeartBaker® Pizza and Chocolate Chip Cookie Dough starting at only \$12 (prices vary by location) and is available in-store and now online for the first time!



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"The way people are celebrating Valentine's Day has changed. Instead of material things, consumers are looking to share experiences that are memorable," said Laura Szeliga, Chief Marketing Officer, Papa Murphy's. "The option of baking a delicious scratch-made pizza at home sure beats the idea of fighting the crowds in a restaurant. The HeartBaker® Pizza is our favorite way of sharing the love!"

The HeartBaker® Pizza starts with Papa Murphy's fresh dough, made-from-scratch daily, and then is topped with traditional red sauce, loads of our 100% whole-milk Mozzarella cheese that's grated fresh daily, and premium pepperoni. The fastest way to enjoy a HeartBaker® Pizza is to order online. After about 15 minutes at 425 degrees in your oven, the HeartBaker Pizza is ready to enjoy with those you love.

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. ("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 hand-crafted, fresh pizzas for customers to bake at home. The Company was founded in 1981 and currently operates over 1,400 franchised and corporate-owned stores in 37 states, Canada and the United Arab Emirates. Papa Murphy's core purpose is to help anyone with an oven and 15 minutes serve a scratch-made meal. In addition to fresh pizzas, the Company offers hand-crafted salads, sides and desserts to complete the meal. Order online today at www.papamurphys.com for easy pick up everywhere, and find us on your favorite delivery apps in select markets.

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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/59b4eed6-4906-4909-9499-a7850505b4e2>.



Source: Papa Murphy's Holdings, Inc.