



<b>NEWS</b>
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**HAWAII PIZZA HUT AND COMP USA PARTNER ON 2004 LITERACY CARD**

HONOLULU (March 22, 2004) – Hawaii Pizza Hut plans to increase its fundraising efforts for Hawaii literacy programs through a marketing partnership formed with Comp USA – Hawaii. The quick serve restaurant chain has been a champion for literacy since launching the popular “Carryout for Literacy” card in 1992 that provides customers with a “buy one, get one free” offer on carryout pizza orders. Each card is sold for \$10 with proceeds used to fund literacy programs in the state. Comp USA also will sell the literacy cards through both of its locations in Hawaii and provide cardholders with a discount offer of up to \$25 off merchandise.

“The Carryout for Literacy card will have a new look as well as an even better value for our customers,” said Leah Allen, director of field marketing for TheoDavies Food Service Group, operators of Hawaii Pizza Hut. “The marketing support of Comp USA adds more distribution channels and greater opportunities to raise money and awareness for literacy causes and programs in Hawaii.” In 2003, the Hawaii Pizza Hut Literacy Foundation awarded nearly \$200,000 in grants to fund literacy programs throughout the state.

Hawaii Pizza Hut’s new literacy card will launch in Spring 2004 supported with a new :30 television commercial and in-store promotional materials.

“This program makes everyone a winner,” said Troy Yach, General Manager, Comp USA – Hawaii. “The consumer benefits and ultimately the literacy programs in Hawaii reap the greatest rewards. We’re looking forward to playing a role in its success.”

Literacy cardholders who present the card at Comp USA – Hawaii stores will receive \$10 off purchases of \$100-\$249 and \$25 off purchases of \$250 or more. The discount applies to regular price, sale and clearance merchandise.

Hawaii Pizza Hut, a kama’aina company since 1971, has 46 locations in Hawaii, 5 in Guam and 1 in Saipan. Hawaii Pizza Hut is a strong advocate for literacy, and since 1992, the company has successfully raised more than \$3,000,000 for Hawaii literacy programs through its popular “Carryout for Literacy” campaign.

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