

FOR IMMEDIATE RELEASE:
March 17, 2006

Contact: Jim Holyfield (642-0889)
CIAO Time, Inc.
Phone: 410-4762
Email: jfield655@cox.net
Web site: www.topthispizza.com

Top This! Pizza Brings Family-Friendly Gourmet to Chesapeake

Chesapeake, VA—In the rush of the 21st century, it seems that customer service, fresh meals and family dinners have become a thing of the past. The owners of Top This! Pizza are trying to change that view.

Top This! Pizza, a take and bake American-Italian pizzeria, a concept new to Chesapeake and only recently introduced into the southeastern United States, will open its doors on March 20, 2006.

“Our goal is to provide a fresh pizza, made to order from the area’s finest ingredients. We will create the pizza for you in our store; and you take it home to bake and enjoy with your family,” according to Jim Holyfield a partner in Top This! Pizza who retired from Dollar Tree Stores in July.

Top This! Pizza is the first business venture of Ciao Time, Inc. The five partners, Winston Bersch, Holyfield, Dolores Moore, Rad Moore and Clyde Tyner have over 97 years of combined retail, food and sales experience and over 156 years of total work experience. They all gained their experience working at local businesses and in the government sector.

Like Holyfield, Rad Moore who retired in February from the city of Virginia Beach, is looking toward this business as a second career of sorts. “Although I have the least retail experience among the partners, I have a great deal of people experience through my current position and enjoy the fellowship and camaraderie of my fellow partners. I have also enjoyed learning a tremendous amount about business from them.”

The partners decided to begin working together to create a business different, in their view, from what the modern business world has become by making it their goal to place the customer first, above the bottom-line. “We felt that the ‘customer is always right’ mentality was missing in today’s business world. We wanted to try something new that would provide a quality product to the customer, bring families together, and challenge us at the same time,” said Bersch.

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The challenge began in July 2005 when the partners, who are also longtime friends, began devising the concept of the restaurant over dinner meetings after work and on weekends. Before long these weekly dinner meetings became tasting sessions, and for five long months the partners worked on developing recipes for fresh made pizzas, bread sticks, sauces and calzones. In addition, the takeout restaurant will feature fresh salads, desserts, lunch slices and soups.

“We’ve worked to ensure that our product will be the best on the market; our name underscores that point. Our goal was to make a pizza that is fresh, loaded with quality toppings, and a taste experience that customers would truly want to come back for,” said Dolores Moore.

The owners wanted to ensure that they could offer fresh gourmet pizza at non-gourmet prices.

“We worked hard in our meetings, and with our ingredients, to guarantee that we could make these pizzas affordable so that any family could pick one up for their evening meal,” said Clyde Tyner.

Top This! Pizza will open its doors on March 20, 2006 with a grand opening ceremony scheduled at 10:30 a.m. on March 31, 2006. It is located in the Knell’s Ridge Shoppes, 800 block of North Battlefield Boulevard, across from Chesapeake General Hospital. For more information please call or visit www.topthispizza.com

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