

NEWS RELEASE



FOR IMMEDIATE RELEASE
August 2, 2018

SAN FRANCISCO 49ERS ADDS MOUNTAIN MIKE'S PIZZA AS TEAM PARTNER

*Family-Style pizza chain also signs on as presenting sponsor of
the 49ers PREP Flag Football Program*

SANTA CLARA, Calif. - [Mountain Mike's Pizza, LLC](#), a leading California-based, family-style pizza chain, has been named the official pizza of the [San Francisco 49ers](#) as part of a multi-year agreement beginning with the 2018 season.

As a key element of the San Francisco 49ers partnership, Mountain Mike's Pizza has also been named the presenting sponsor of the 49ers PREP Flag Football Program, a regional community outreach initiative launched by [49ers PREP presented by U.S. Bank](#) in March 2018. The 49ers PREP Flag Football Program presented by Mountain Mike's Pizza is a series of community-based leagues providing a safe and fun introduction to co-ed flag football for children ages 7-14. Offered free of charge to participating communities, the free program is underwritten by the 49ers and run by local community groups throughout the Bay Area and surrounding neighborhoods.

"From one Bay Area original to another, the 49ers are incredibly proud to add Mountain Mike's Pizza as our official pizza sponsor and a presenting partner of our 49ers PREP Flag Football Program," said **Brent Schoeb**, 49ers Vice President of Corporate Partnerships. "Through this partnership, Mountain Mike's is helping us deliver youth football to the greater Bay Area region."

"Since the opening of our first store in Palo Alto, we have planted deep roots in the Bay Area and are proud to align our brand with the legendary San Francisco 49ers as their official pizza partner," said **Chris Britt** and **Ed St. Geme**, Co-CEOs and principal owners of Mountain Mike's Pizza, LLC. "For 40 years, Mountain Mike's has been the pizza of choice for sports fans throughout Northern and Central California. Whether ordering our unique specialty pizzas, pizzas with our famous curly mini pepperoni's, or other tasty products for delivery, carry-out, or dine in from one of our 200 restaurants, Mountain Mike's provides the best game-day eats, big screen TVs, and family-friendly environment for football fans of all ages to cheer on their favorite teams."

"Supporting the communities, we serve has been a core value of the Mountain Mike's brand since day one. We're proud to join the 49ers in making it possible for local youth to benefit from a program that encourages them to be active outdoors and teaches the importance of sportsmanship and teamwork," continued Britt and St. Geme.

This partnership builds upon Mountain Mike's existing Northern California sports integrations. Mountain Mike's new designation, "The Official Pizza of the San Francisco 49ers," will be promoted across a variety of marketing platforms, community events, in-store and in-stadium signage, as well as digital, social, television and radio advertising.

For more information about the Mountain Mike's brand, locations, menu, and franchising opportunities, visit www.mountainmikespizza.com.

About Mountain Mike's Pizza

After opening its inaugural restaurant in Palo Alto, California in 1978, Mountain Mike's Pizza has become known for its inviting, family-friendly atmosphere and delicious pizza made using simple, fresh and quality ingredients. After four decades, Mountain Mike's remains steadfast in its commitment to serve and deliver the freshest and tastiest pizzas on the West Coast, and has grown to 200 units in California, Oregon, Nevada and Utah. With a menu of superb pizza, wings, sides and more, as well as a fresh salad bar and selection of wine and beer, Mountain Mike's offers a comfortable dine-in experience for lunch and dinner in addition to online ordering, takeout and delivery. According to [PMQ Pizza Magazine's 2018 Pizza Power Report](#), Mountain Mike's Pizza ranks as one of the 25 largest pizza chains in the U.S.. For more information, visit www.mountainmikes.com or check out Mountain Mike's on [Facebook](#), [Twitter](#) and [Instagram](#).

About the San Francisco 49ers

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has six conference championships and 19 divisional championships and was the first major league professional sports team to be based in San Francisco more than 70 years ago. Please visit www.49ers.com and follow the 49ers on [Facebook](#) and Twitter [@49ers](#).

About 49ers PREP

Named NFL Team of the Year in 2017 by Pop Warner Little Scholars, 49ers PREP presented by U.S. Bank, recently rebranded from 49ers Youth Football provides youth from ages 5-18 with the opportunity to experience football through a multitude of diverse programs aimed at creating young, healthy leaders on and off the field. With grassroots efforts that include hosting the annual Levi's Stadium High School Football Series, free youth flag football programs, and free youth football camps, 49ers PREP has grown youth participation 18% year over year. While promoting a more enjoyable, safer game for boys and girls, 49ers PREP directly impacted more than 100,000 participants since 2014, and hosted 144 events in partnership with the NFL's "Play 60" initiative in 2017, which encourages children to get outside and play for 60 minutes each day.

Media Contacts:

Roger Hacker, San Francisco 49ers, P: (408) 986-4890, Roger.Hacker@49ers.com

Samantha Wilson, Powerhouse Communications, P: (949) 261-2216, samantha@powerhousecomm.com