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SPICY PICKLE KICKS OFF HOLIDAYS WITH TURKEY TUESDAYS

Local Sandwich Brand Thanks Denver with Turkey Tuesday Promotion

DENVER, CO. — November 3, 2009 — Spicy Pickle™, the popular fast casual restaurant brand, with 13 locations in the Greater Denver area, announced the launch of Turkey Tuesday, at any Colorado Spicy Pickle, guests can enjoy any Turkey sandwich, sub or Panini with a bag of chips and a fountain drink for only \$7, every Tuesday beginning November 3rd and continues through December 29th.

“Turkey Tuesday is our way of thanking Denver fans and give a taste of our best for less,” said Marc Geman, chief executive, Spicy Pickle. Spicy Pickle was recently chosen Denver’s Best Sandwich Award in Denver’s annual A-List Awards from ABC television Channel 7.

Spicy Pickle offers a wide variety of delicious and flavorful sandwiches and subs along with hot pressed panini created by our founders, fresh and unique salad combinations—all combined with warm and welcoming service and a comfortable local atmosphere.

Spicy Pickle is all about uncompromising quality, plus healthy, premium ingredients. With fine artisan focaccia and ciabatta breads baked fresh from scratch daily, top quality meats like roast beef, Sausalito turkey or fine Italian meats. And of course, each entrée is served with a signature spicy pickle, aged in a homemade brine of chilies and a secret blend of spices to give it just the right kick.

Guests can choose from an array of culinary sandwich creations developed by Spicy Pickle chefs, or they can build their own masterpiece from nine different meats, along with eight cheeses, twenty-two toppings and fourteen spreads, many of which are prepared fresh daily from proprietary recipes.

Original fresh salads round out the restaurant’s menu. The spinach salad—a mouth-watering mix of spinach, fresh apples, walnuts and crumbled bleu cheese served with apple cider vinaigrette—or the Spicy Pickle tuna, featuring romaine lettuce and white meat tuna mixed with proprietary chipotle mayo and spicy pickle relish, tomatoes and kalamata olives, dressed in a lemon-olive oil vinaigrette. Four other creative salads, as well as soups and the world’s best spicy pickle, complete the lineup.

About Spicy Pickle (OTC BB: SPKL)

Spicy Pickle was created for consumers who demand uncompromising quality, fresh flavors plus healthy, premium ingredients and an out-of-the-ordinary dining experience. It isn’t an ordinary sandwich shop; it’s an extraordinary fast casual culinary experience serving gourmet-quality sandwiches, hot pressed panini, signature subs and salad creations. Spicy Pickle combines first-rate ingredients such as fine artisan focaccia and ciabatta breads baked fresh daily from scratch, with unique flavors, high quality meats and cheeses with no preservatives, additives or MSG, and crafts culinary-inspired, fresh, extraordinary food. Founded in 1999, Spicy Pickle Franchising, Inc. is headquartered in Denver Colorado and currently has 37 locations in eleven states. To find out more about Spicy Pickle (OTCBB: SPKL), visit our website at www.spicypickle.com.

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