

For more information contact Rich Carlson at
605-330-7544
Rich.Carlson@hsfl.com



For Immediate Release

Hot Stuff Joins Forces with Snowmobile Snocross Champion Tucker Hibbert

Sioux Falls, SD, November 15, 2011: Orion Food Systems®, the international foodservice provider, which franchises over 1000 Hot Stuff Pizza locations world-wide, announced its official sponsorship of World Snocross Champion and 10-time ESPN Winter X Games medalist Tucker Hibbert.

“We are extremely excited to have the Hot Stuff Pizza brand associated with such a great champion as Tucker Hibbert,” exclaimed Orion’s CEO Michael Skillingstad, “Tucker’s success is unprecedented on the ISOC National Snocross Tour and ESPN Winter X Games. From a business and marketing point-of-view, our partnership with Hibbert is truly a win-win. Many of our restaurant franchisees and customers are Tucker Hibbert fans, and will be excited to learn that Tucker is a Hot Stuff Pizza lover.”

Hibbert agrees and states, “I’ve been a huge Hot Stuff Pizza fan for years. It’s definitely my favorite go-to meal when I’m traveling and an absolute must after a long weekend of racing. I can’t wait to share my passion for the brand with race fans and snowmobile enthusiasts everywhere.”

Hot Stuff’s sponsorship of Hibbert will entail a national promotion featuring Hot Stuff’s Personal Size Pan Pizza (PSPP) and an opportunity for Hot Stuff customers to win event tickets, snowmobile gear, free Hot Stuff Pizza and other prizes.

“Our grand prize is a Snocross fan’s dream,” says Skillingstad, “Hot Stuff is giving away an all-expense paid trip to the ISOC Canterbury National in Shakopee, MN January 2013. The race package includes lodging, a suite at the race, passes to the pit area and an opportunity to meet Tucker and his crew.”

About Orion Food Systems®: Orion franchises and/or licenses Hot Stuff Foods concepts in over 1000 locations throughout the US, Canada, Europe and Asia. Orion Foods Systems® also offers Lettieri’s Food To Go™ through distributors across the United States. For more information about franchising, and Orion brands, go to these websites - www.hotstufffoods.com or www.lettieris.com or call 877-841-1431 (Hot Stuff Foods), or 866-707-8466 (Lettieri’s).

About Tucker Hibbert: Hibbert is considered the world’s top snowmobile racer. He is a six-time National Snocross Points Champion and 2010 FIM Snowcross World Champion. In addition Hibbert is a 10-time ESPN Winter X Games Medalist and one of only two WX athletes to “five-peat” for most consecutive gold medals in one sport. Hibbert also competes in select AMA Pro Motocross Championship events during the summer season. For more information on Tucker Hibbert, including up-coming events, log onto www.tucker-hibbert.com **(End)**