



FOR IMMEDIATE RELEASE

**RUSTIC CRUST NAMES ALAN WITCHER
VICE PRESIDENT OF SALES**

*35 Year Food Business Veteran to Lead Sales for Old World
Pizza Crust Company, Category Leader*

Pittsfield, NH, (October 4, 2006)—Rustic Crust today announced the appointment of Alan Witcher, veteran sales and marketing executive, as Vice President of Sales. In his new role, Witcher will help Rustic Crust expand distribution of its all-natural Old World pizza crusts and frozen pizzas, as well as its new USDA certified organic line of crusts.

“Alan's extensive leadership in the natural arena will significantly add to our capability of penetrating relevant channels and developing the sales team,” said Brad Sterl, Crust Crusader, founder and president of Rustic Crust. “Rustic Crust has already become the number one brand in Pizza Shells & Focaccia, with more than 21% in national market share. Alan will help us keep growing the category, and our business.”

Witcher has more than 35 years of experience in sales and marketing in domestic and international food business. After starting as a broker, Witcher conducted new product development for two Fortune 500 companies—Borden Foods and Con Agra. Most recently, Witcher led sales for Horizon Organic Dairy and Van's International Foods.

About Rustic Crust

Rustic Crust is a New Hampshire based bakery specializing in all-natural, Old World crusts and flatbread pizzas that are as convenient as they are delicious. Rustic Crust was founded on the belief that time-honored tradition mixed with whole grain health bakes the best crusts and flatbreads. Rustic Crust is committed to using the highest quality, all-natural ingredients such as whole grains and fresh produce. No artificial preservatives, trans fat acids, hydrogenated oils, GMOs, or added sugar. For more information, visit www.rusticcrust.com.

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Press contact:

Kathleen Carroll
Sales & Marketing Coordinator
(603) 435-5119
kcarroll@rusticcrust.com

