



FOR IMMEDIATE RELEASE

Giving the Gift of Great Taste Just Got Easier

CALIFORNIA PIZZA KITCHEN INTRODUCES ELECTRONIC GIFT CARDS AND BRINGS BACK HOLIDAY REWARDS PROGRAM

LOS ANGELES (November 7, 2011) – The holiday season has arrived and to make gift giving even easier this year, [California Pizza Kitchen](#) has introduced a new electronic gift card option allowing gift givers the opportunity to send their holiday greetings instantaneously.

California Pizza Kitchen Electronic Gift Cards are now available to purchase online by visiting www.cpk.com or [CPK's Facebook page](#). CPK eGift Cards can be assigned any dollar amount and are delivered immediately to the recipient's email address or mobile phone. To redeem, one needs to simply bring in the printed email or show their phone with the gift card number to their server. California Pizza Kitchen eGift Cards can be customized with personal photos, text or voice messages and various celebratory themes.

In addition, California Pizza Kitchen is again offering their popular Holiday Rewards Card program. Beginning today, guests who purchase \$100 or more in CPK Gift Cards, plastic or electronic, through December 24, 2011 will receive a \$20 Rewards Card to use as a gift or toward their next visit. All Rewards Cards must be registered at www.cpk.com and will be activated for use between January 3, 2012 and March 6, 2012.

Those who "like" [California Pizza Kitchen's Facebook page](#) will be treated to additional gift card promotions throughout these busy holiday months.

California Pizza Kitchen Gift Cards must be purchased inside any California Pizza Kitchen full service restaurant, online at www.cpk.com or via [California Pizza Kitchen's Facebook](#) page in order to receive the \$20 Rewards Card and can be used for dine-in, take-out or curbside service.

California Pizza Kitchen, Inc., founded in 1985, is a leading casual-dining chain featuring an imaginative line of hearth-baked pizzas, including the Original BBQ Chicken Pizza, and a broad selection of distinctive pastas, salads, appetizers, soups, sandwiches and desserts. The company has a licensing arrangement with Nestle USA, which manufactures and distributes a line of California Pizza Kitchen premium frozen products.

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