



California Pizza Kitchen Serves up Sweet New Dessert Just in Time for Mother's Day

LOS ANGELES--(BUSINESS WIRE)-- California Pizza Kitchen, Inc. (CPK) (NASDAQ: CPKI), home of the Original BBQ Chicken Pizza and other innovative hearth-baked pizzas, made-to-order pastas, creative salads, appetizers, soups, sandwiches and desserts, announced today the nationwide addition of the Strawberry Shortcake, a new dessert just in time for Mother's Day.



On the menu for a limited time, starting May 8, the Strawberry Shortcake serves up fresh strawberries on a shortcake biscuit with homemade whipped cream and candied lemon zest. Guests can not only indulge in CPK's new sweet treat but will also have the opportunity to take part in CPK's Fourth Annual Thank You Card Program. Upon second visit to CPK, every guest is a guaranteed winner with a chance to win prizes ranging from \$100K, \$25K to frozen CPK pizza for a year. As part of the Thank You Card Program, CPK is also encouraging its Facebook Fans to enter to win the ultimate travel adventure for two to anywhere in the world there is a CPK location.

"We wanted to introduce a special decadent dessert to treat moms to something sweet for Mother's Day," said Rick Rosenfield and Larry Flax, co-founders and co-CEOs of California Pizza Kitchen. "The Strawberry Shortcake is certainly a perfect way to celebrate Mom and top off the meal."

For complete details on the Thank You Card Program, please visit <http://cpk.com/official-rules/>.

California Pizza Kitchen

California Pizza Kitchen's new Strawberry Shortcake dessert, launched just in time to treat Mom on Mother's Day. (Photo: Business Wire)

California Pizza Kitchen, Inc. (CPK) (NASDAQ:CPKI), 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. CPK premium pizzas are also available to sports and entertainment fans at three Southern California venues including Dodger

Stadium, Angel Stadium of Anaheim and STAPLES Center. Also included in the Company's portfolio of concepts is LA Food Show Grill & Bar, which is located in Manhattan Beach, California. The Company also has a licensing arrangement with Nestle USA to manufacture and distribute a line of California Pizza Kitchen premium frozen products. For more details, visit www.cpk.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6712947&lang=en>

California Pizza Kitchen
Sarah Grover, 310-342-5000

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