

**VO: AMERICANS HAVE BECOME INCREASINGLY CONCERNED WITH VALUE WHILE GROCERY SHOPPING. I'M RISE JILL MILLER. A RECENT SURVEY\*\* COMMISSIONED BY DIGIORNO PIZZA SHOWS THAT NINETY PERCENT OF AMERICANS LOOK FOR INCENTIVES WHEN MAKING FOOD DECISIONS. AND, NEARLY TWO-THIRDS PREFER THE CONVENIENCE AND QUICK PREPAREDNESS OF FROZEN FOODS VERSUS ORDERING OUT OR DELIVERY.**

**THE SURVEY FINDS THAT WHILE TASTE TYPICALLY RULES THE MIND AND PALATE WHEN DECIDING WHAT TO EAT, VALUE IS THE NEXT MOST IMPORTANT FACTOR IN FOOD PURCHASING DECISIONS. THE NEW DIGIORNO "LAW OF PIZZAPLICITY™" GIVES CONSUMERS THE VALUE THEY ARE LOOKING FOR BY STATING THAT YOU CAN GET TWO DIGIORNO PIZZAS FOR THE SAME PRICE OF ONE DELIVERY PIZZA\*. IT'S ALL ABOUT GETTING GREAT TASTE AND GREAT VALUE WITHOUT HAVING TO DEAL WITH THE INCONVENIENCE AND HIGH PRICE OF DELIVERY.**

**FOR MORE INFORMATION ON THE *LAW OF PIZZAPLICITY™* AND TO PUT YOUR KNOWLEDGE TO THE TEST, VISIT FACEBOOK DOT COM SLASH DIGIORNO.**

*THE DIGIORNO LAW OF PIZZAPLICITY IS BASED ON DIGIORNO SUPREME VERSUS WEIGHTED AVERAGE NON-PROMOTED PRICE AND DELIVERY CHARGE OF COMPARABLE PIZZA FROM THE 3 LEADING NATIONAL DELIVERY CHAINS IN 10 LEADING MARKETS.*

*\*\* Source: KRC Research, a global non-partisan opinion research firm, conducted a nationally representative survey of 1,021 adults 18 years and older between August 9-12, 2012.*