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FOR IMMEDIATE RELEASE

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Palermo's Pizza and Green Bay Packers Announce Three-Year Partnership

MILWAUKEE – August 13, 2020 – Palermo's Pizza and the Green Bay Packers have entered into a three-year partnership agreement, aligning two of Wisconsin's most loved things – football and pizza.

As part of the partnership, Palermo's Pizza will have in-game advertisements and activations at retail locations throughout the state.

"We were thrilled at the opportunity to partner with the Packers – after all, Palermo's is Wisconsin's Hometown Pizza and we couldn't think of a better way for fans to enjoy watching the Green Bay Packers than with a Palermo's Pizza," said Nick Fallucca, Chief Product and Innovation Officer for Palermo's Pizza.

In addition to the partnership with the Green Bay Packers, Palermo's has had a long-standing commitment to supporting the Green Bay area community. Palermo's regularly donates frozen pizzas to an area food pantry, Paul's Pantry. The most recent donation consisted of over 3,700 pizzas and was delivered to the pantry in July.

"We're proud to partner with Palermo's Pizza, a renowned Wisconsin brand," said Packers director of business development Chad Watson. "Pizza and football are the perfect pairing, and Palermo's and the Packers will make a great team on gamedays and every day.

About Palermo Villa, Inc.

Palermo Villa, Inc. is one of the most recognized frozen pizza manufacturers in the United States, known for its innovation and the quality of its branded and private label products. The family-owned company was founded in 1964 and is located in Milwaukee, Wisconsin. Palermo's growing portfolio of branded pizzas includes [Palermo's® Pizza](#), [Screamin' Sicilian™](#), [Urban Pie Pizza Co.™](#) and [Connie's® Pizza](#). Every

pizza is made by dedicated Pizzaiolos, drawing on the founder's Italian roots and family recipes to achieve premium quality. Palermo's continues to be a leader in innovation in the pizza industry, developing new products and flavors that cater to consumer needs. For more information, visit www.palermospizza.com.

About the Green Bay Packers

The Green Bay Packers, established in 1919, are the NFL's only community-owned team with more than 360,000 shareholders. With a tradition of excellence, the Packers have captured an NFL-record 13 world championships, including four Super Bowls, and have 25 individuals enshrined in the Pro Football Hall of Fame, a total that is second among all teams. Lambeau Field, the Packers' venerable home, is the longest-tenured stadium in the NFL and recognized by many as having the top gameday experience in professional sports. In the community, the Packers have an annual economic impact of nearly \$300 million.

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