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The Best Pizza Box Ever Is Revealed
(www.bestpizzabox.com)
Program offers \$100K to bring innovation to market.

Atlanta (March 18, 2008) – The most convenient home-delivered food ever created just got more convenient. Six weeks ago the BestPizzaBox Team launched a short video titled 100K Sbox Event that spoke about a new revolutionary innovation that was going to take an industry by storm.

In a well-received live event and launch, that new innovation was revealed to the world.

Using the Internet as the primary communication vehicle, the BestPizzaBox Team shared with a captive audience their invention... which is most arguably... the best pizza box ever invented. Through an Internet press conference, the team revealed the box, discussed the reasons that drove them to create the box and answered live questions from the Internet audience on topics that ranged from – patent and price to who is the ultimate beneficiary.

“Convenience is what ordering a pizza is all about. When you order a pizza, it’s convenient. But, when you have to deal with the packaging... it becomes difficult. Now all you have to do with the Best Pizza Box is pull the cord and decide whether you want to throw away the whole box or use half of it for storage in your refrigerator. We’ve taken what was the only inconvenient aspect of having Pizza for a meal... and made it far more convenient for the consumer,” said Bill Volz, President of Windshield Marketing and co-inventor of the Best Pizza Box.

The team’s innovative use of the Internet is allowing them to leverage the latest Web 2.0 communication and social media channels to reach the greatest audience in the shortest period of time, giving basically anyone who wants to participate... a special opportunity to earn \$100,000.00. Interested parties are asked to visit the website www.bestpizzabox.com and register for more information about the referral challenge.

About Picture This Communications

Picture This Communications, founded in 1997, is a provider of strategic interactive services. Picture This Communications’ core services include interactive marketing strategy, interactive games, trade show kiosk applications, and custom internet applications. For more information about Picture This visit <http://www.picturethis.org>

About Windshield Marketing

Windshield Marketing, founded in 2006 is an upstart marketing firm in the business of identifying significant consumer needs and creating patented solutions to facilitate significant share growth. For more information visit www.bestpizzabox.com