

News

FOR IMMEDIATE RELEASE

Contact: Robert J. Barletta
The Marino Organization
(212) 889-0808, ext. 118
robert@themarino.org

NUMERO 28 CONTINUES MANHATTAN EXPANSION WITH THIRD PIZZERIA

***-- East Village "New Generation" Pizzeria Follows Opening of "By the Slice"
Location in Soho; Will Offer First Known Rodizio for Pizza in NYC --***

NEW YORK, December 3, 2009 –*Numero 28*, the winner of the 2008 CitySearch "Best Pizza" award, continues to expand throughout New York City with the opening of its third location today.

The newest installment, called *Numero 28 Pizzeria Napoletana*, is located at 176 Second Avenue (bet. 11th and 12th Streets) in the East Village and is modeled after the original and current site in the West Village (28 Carmine St.) with the same name. The East Village location follows an October opening of *Numero 28 Pizzeria Romana* in Soho (196 Spring Street), which features gourmet pizza "by the slice."

The original site on Carmine Street is known throughout the city and with visitors from all over the world for its authentic, thin crust Neapolitan "by the inch" pizza (14, 18 and 29 inches). Co-owner and *Numero 28* founder, Rolando Biamonte, says customers of their East Village location can expect the same top quality "by the inch" pizza as the original site.

"We are bringing to the East Village the same quality and passion for pizza which has made our West Village location among the best 'new generation' pizzerias in the city," said Biamonte.

Biamonte added that the East Village location will offer not only pizza "by the inch" and new and exciting toppings, but also unique concepts such as the first known "rodizio" style pizza in New York City, an unlimited tasting for customers who want to sample every delectable offering.

Numero 28 East Village also will feature an extensive all-Italian wine bar and "Italian Happy Hour," featuring aperitivi and stuzzichini. In addition, Italian soccer games and UEFA Champions League games will be shown weekly and Italian cinema nights will be held throughout the year.

"From our 'original' location on Carmine Street to our new take-out spot in Soho and now to the East Village, *Numero 28* is growing because our customers know and appreciate delicious, fresh and authentic pizza," added Biamonte.

Numero 28 Pizzeria Napoletana

176 Second Avenue (between 11th and 12th Streets)

Subway: 6 Train (Astor Place); L train (1st Avenue and 14th Street)

Tel. 212-777-1555

www.numero28.com

open from 12pm – 12am, sat-sun open at 11am

Reservations accepted

