

Announcing Cardenas 'La Primera Familia Latina' to Commit to the Dream of Owning Four Unique
Pizza and Subs Restaurants as Franchisees

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Unique Pizza and Subs Corporation (OTC:UPZS) received its first commitment for its Latino Initiative. On July 16th, 2008 UPZS announced they were working with The Dream Factory, Inc. (DRMF) to raise up to \$150 million for 30 Latino families to open Unique Pizza and Subs locations.

The Cardenas family, loyal shareholders of UPZS and residents of La Puente, California, was the first to make the life changing commitment on July 21st, 2008. Patricia 'Pattie' Cardenas, who will initially run the business, said, "I am so excited that we will have a once in a lifetime opportunity to better our family and thanks to the Dram Factory and UPZS, we will have our dream come true. Thanks to our Lord Jesus Christ it's all possible." Jesus 'Chuy' Cardenas, Pattie's husband and greatest supporter, said, 'When I was sixteen, I came to America in hope of a better life and I worked all my life in restaurants for other people and now our dream will come true for us to have this opportunity to own our own business, thank you God.'

President/CEO of UPZS, James C. Vowler, stated, "Over the past couple of years I have had the honor of speaking in front of many loyal Latino UPZS shareholders in southern California. I noticed a strong interest in these communities to own their own UPZS franchise but they did not all have access to the funding necessary to get started. Working with DRMF we are now able to help 30 Latino families live their dreams and this is just the beginning.'

President/CEO of DRMF, Garland E. Harris, commented, 'Our corporate dream is to help 62,400 entrepreneurs raise \$1-\$5 Million dollars and go public - starting with 1000 new franchisees of UPZS - starting with 30 Latino families - starting with one - the Cardenas Family.'

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