

FOR IMMEDIATE RELEASE

ai3, Inc. Brings Local, Artful Inspiration to New Mellow Mushroom Locations

ai3 selected to design three locations in Eastern North Carolina

ATLANTA – July 7, 2011 – ai3, Inc., a multi-disciplinary design studio known for its diverse designs in the hospitality and restaurant industries, today announced the firm has been chosen to design three Mellow Mushroom locations in Eastern North Carolina. ai3 will draw on local community inspiration as well as modern art and architecture themes to design three new locations in Fayetteville, Greenville and Cary.

Mellow Mushroom, owned by Home Grown Industries, is famous not only for its signature pizza, but also for its fun-loving vibe and brand. Mellow Mushroom embraces the notion that each store should reflect a unique interpretation of the brand so that no two locations are the same. Applying this philosophy the owners of the Fayetteville, Greenville and Cary locations decided to elevate the distinctiveness of their respective locations by drawing from local inspiration with a quirky twist.

The redesign of the Cary location will draw its unusual sense of style from world-renowned architect and artist, Antoni Gaudi. Using his use of color, texture and material as inspiration, the location will feature dramatic punches of saturated color and other design principles that challenge the norms of design.

“Mellow Mushroom is all about quality and fun, and those are things we didn’t want to change. The folks at ai3 understood this and have helped us keep the playfulness while adding a new level of sophistication,” said Will Greczyn, owner.

The Greenville and Fayetteville locations will feature a combination of many different design cues taken from the local community’s interests to add a unique twist to the Mellow Mushroom brand. The design for the Greenville location will reflect the community’s passion for East Carolina University by combining the nostalgia of education with the magic of imagination and pirates. The Fayetteville location will feature several design elements that pay respect to the community’s strong military ties to Fort Bragg and Pope Air Force Base. An example is the use of military-inspired fighter-plane wing decor.

“These are just a few of the ways our décor will embrace these local communities. As long as we’re upholding the areas’ history and reaching everyone in the marketplace, then ai3 has helped us reach our goal of creating a Mellow Mushroom that belongs to the community it serves,” said Reid Fogleman, principal owner.

The locations’ estimated opening dates are: Cary – August 2011; Greenville – January 2012; and Fayetteville – August 2011.

“ai3 is helping Mellow Mushroom set a new standard for store design. They’re bringing a well thought out level of sophistication to the brand, while protecting its values and integrity. It’s not just about having a well-designed space – it’s about having a space that uses design to connect with the community,” Richard Brasch, president, Home Grown Industries.

For more information on ai3’s interior, architecture and product design studio, please visit www.ai3online.com.

About ai3, Inc.

ai3’s multi-disciplinary design services reveal the stories that give meaning and value to design. Through the exchange of ideas and thoughtful client dialogue, ai3 creates energetic, compelling designs across a wide spectrum of industries and geographies. To learn more about ai3’s architecture, interior and product design services, please visit www.ai3online.com.

Media Contact:

Hannah Bower

Bower Communications

404.371.3989

hannah@bower-communications.com