

# BREAKING NEWS

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KRE-AT

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**VANCOUVER, CANADA—JUNE 20, 2017**

**KRE-AT™ featured on 79 Freshslice store Monitors  
across Canada.**



Vancouver based KRE-AT™ announces a significant step forward with its brand expansion by partnering with Freshslice Pizza's MONITORS program.

Vancouver based KRE-AT™ announces a significant step forward with its brand expansion by partnering with Freshslice Pizzas MONITORS program. Between July 4 and October 4, all 73 of Freshslice Pizza outlets will feature images of KRE-AT™ and Founder and CEO Tom Dutta's new business book *The Way of the Quiet Warrior™* which releases July 4, 2017 to bookstores. The book has already achieved #1 International Best Seller status. Dutta said, "this move will provide public exposure for both our company and the book release. Freshslice has the only disruptive business model in the Pizza marketplace bringing a new approach to franchising including technological innovation and fresh healthy food. As KRE-AT™ expands globally with innovation in Leadership Development we are delighted to be featured along with the Freshslice platinum brand." Freshslice Founder and President Ray Russel said "Tom has extensive experience in the areas of executive skills, management and motivation. By joining forces with Tom, I am hoping that our top management team will learn and improve their skills as we grow to become the Starbucks of pizza. I have known Tom for more than 2 years and I have lots respect for him personally and I am pretty sure he can deliver what he promises"

### ***About Tom Dutta and KRE-AT™:***

Tom Dutta is the Founder and CEO of KRE-AT™, motivational speaker, and #1 International best selling author, with over 30 years of experience. He has worked as a CEO of Canada's most prestigious companies and has served on many industry boards. KRE-AT™ is a Leadership Development Firm focusing on growth-oriented entrepreneurs and professionals. It's unique approach "The Way of the Quiet Warrior™" is the world's only integrated program that focuses on MOTIVES of its clients and providing them a path to clarity, happiness and unlimited success.

More About KRE-AT™ Services: Visit [www.kreat.ca](http://www.kreat.ca)

### ***About Ray Russell and Freshslice Pizza:***

Ray Russell founded Freshslice Pizza in 1999 by combining pizza by the slice, Take-n-Bake and delivery, offering quality healthier food at great prices, and providing outstanding service. Consumers loved Freshslice and helped grow the company from one location to almost 80 in BC and Ontario today, with expansion plans into other provinces in Canada, the United States, and other countries within the next several years. The reason Freshslice can offer customers delicious pizzas at prices lower than most of its competitors is its revolutionary system for making multigrain dough that saves 800% on dough making labor. As a result of these savings Freshslice has 0% Royalties, 0% Advertising fee. Ray Russell had a simple start immigrating to Canada in late 1987 and he believes in simplicity, honesty and family values. He came to Canada with \$8 in his pocket with no English, no French and no family (only a third Cousin). He made the west coast his home and enjoys hiking, water sports, Volleyball and running.

More About Freshslice Pizza: Visit: [www.freshslicepizza.com](http://www.freshslicepizza.com)

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