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Tootie Pie Opens 5th Café Location

First in DFW at The Shops at Starwood

FRISCO, TEXAS – November 19, 2010 - The Shops at Starwood announces that [Tootie Pie Company, Inc.](#) (OTCBB:TOOT) will sell its award winning gourmet pies in the newest **Tootie Pie Gourmet Café**, located in the prestigious “The Shops at Starwood” shopping center in Frisco, Texas at the corner of the Dallas North Tollway and Lebanon Road. This will be the first Café in the Dallas/Ft. Worth area.

Similar to the four other Tootie Pie Gourmet Cafés, this location will sell made from scratch Tootie Pie, premium coffee drinks, Ray’s New York Bagels, gourmet sandwiches, pastries and other comfort foods Monday through Thursday, 7 am until 7 pm; Friday and Saturday until 9pm and Sunday until 3 pm. Tootie Pie is now open to enjoy coffee and pie just in time to take home for the Thanksgiving holiday. The Company is looking for more locations in San Antonio, Austin, Houston and Dallas.

“We have a growing, but underserved base of loyal fans in the Dallas/Ft. Worth metroplex and when the opportunity to acquire a fully functional, ready to go, turn key operation in Frisco, Texas appeared, we felt compelled to act,” said Don Merrill, Tootie Pie Company’s President and CEO.

“The addition of Tootie Pie to The Shops at Starwood exemplifies our quest to add award winning, one-of-a-kind tenant experiences to our center”, said Kirk Hermansen, owner of the shopping center. “We are genuinely excited to have a concept of the caliber and legendary history of the Tootie Pie Company select “The Shops at Starwood” for its first location in the D/FW area”, he added.

About The Shops at Starwood

The Shops at Starwood has been named an award-winning center by North Texas media and its Tenants have been awarded numerous accolades from D Magazine, CitySearch, Frisco STYLE, Star Community Newspapers, WFAA-TV and more. This Mediterranean-designed, vibrant collection of specialty retail boutiques, services and one-of-a-kind restaurants is located on the Dallas North Tollway at Lebanon Road in Frisco, an affluent suburb of Dallas.

Tenants include: Bonnie Ruth's Café, Trottoir et Patisserie, Paper Affair, Dimples and Dandelions Children Boutique, Ginny's Underworld, Pierce Decorative Hardware and Plumbing, TruFire Kitchen & Bar, green peridot Aveda Lifestyle Salon, Century 21 Judge Fite Company Fine Homes and Estates, Panache at Home, The Gent's Place, Pappagallo Classiques, The Cupcakery, Tupy's Mexican Restaurant, Timeless Watch Exchange, Learning Express Toys, Piccomolo Italian Ice Cream, Nationwide Insurance, and BeTWEEN Scene and Tootie Pie Gourmet Café. For more information, visit www.theshopsatstarwood.com.

About Tootie Pie Co.

Tootie Pie Company bakes and sells high-quality, handmade pies through three basic sales channels: [retail](#), [corporate](#) and [wholesale](#). The retail segment serves individual consumers through in-store sales, orders via telephone and internet on the Company's website. The corporate segment serves businesses that purchase pies as a way to promote their company through client and employee appreciation programs. The wholesale segment is made up of national and regional broad line [grocery and foodservice distributors](#) who purchase pies and then resell them through their respective sales distribution channels. Tootie Pie Company is a public company traded on the NASDAQ OTC market under the symbol "[TOOT](#)." For additional information or to receive correspondence from Tootie Pie Company, please visit www.tootiepieco.com
