

Principal Mark Dooks Quoted in Los Angeles Business Journal Article

Bird Marella Principal Mark T. Dooks was quoted in the article, “Pizza Chain Looks to Pop Soda Deal With Pepsi,” published in the *Los Angeles Business Journal*.

The article reviewed the lawsuit filed by California Pizza Kitchen, Inc. (CPK) against PepsiCo Inc. (Pepsi) for allegedly disclosing confidential contract details with rival Coca-Cola in order to undermine a switch.

CPK’s concerns over the company’s slow beverage sales prompted them to end their longtime relationship with Pepsi. Mr. Dooks, who reviewed the lawsuit for the *Business Journal*, explained that it appears to be an aggressive negotiating tactic, stating “Perhaps CPK believes this lawsuit will assist them in any negotiations they might have with Pepsi in trying to get an early termination in the agreement.”