

BOSTON PIZZA INTERNATIONAL INC.

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## **Just in time for the holidays: Boston Pizza launches new online gift card program**

MISSISSAUGA, ON, Dec. 12, 2011 /CNW/ - Boston Pizza, Canada's number one casual dining chain, announced a new partnership with industry-leading e-gift card provider Buyatab.com making it easier than ever to purchase Boston Pizza gift cards online directly from [Bostonpizza.com](http://Bostonpizza.com).

"Boston Pizza's new e-card program gives our Guests a quick and convenient way to purchase gifts for family and friends this holiday season and throughout the year," said Joanne Forrester, Vice President of Marketing, Boston Pizza International. "The partnership with Buyatab.com will enhance our online gift card experience and contribute to the growth of our gift card business."

An e-card works just like a regular plastic gift card but can be ordered online and either printed on paper or reside on the consumer's mobile device as an email featuring the e-card's unique 16-digit number. Boston Pizza guests are able to access the new technology by visiting [www.bostonpizza.com](http://www.bostonpizza.com).

Boston Pizza will also continue to sell plastic gift cards in-store. Guests who purchase a minimum of \$50 in Boston Pizza gift cards in-store will receive a coupon entitling them to a free individual pizza or Create Your Own pasta (valid from January 4 - 31, 2012, for dine-in only). Boston Pizza gift cards are also available through a number of third-party vendors such as Safeway, Loblaws, Metro, Sobeys, Shell, Petro Canada and online at [www.airmiles.ca](http://www.airmiles.ca).

### **About Boston Pizza**

Boston Pizza International Inc. is Canada's No. 1 casual dining brand with more than 340 restaurants in Canada. Annually, Boston Pizza serves more than 40 million guests. The company has been recognized as one of Canada's 50 Best Managed Companies and was named one of Canada's 10 Most Admired Corporate Cultures by Waterstone Human Capital for 2007 and 2008. Boston Pizza International Inc. is located in Richmond, B.C. and has regional offices in Mississauga, Ontario and Laval, Quebec. For more information visit [www.bostonpizza.com](http://www.bostonpizza.com).

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