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Pizza Pizza Sets Record-Breaking Year by Raising \$250,000 for Children's Miracle Network Through Slices for Smiles Foundation

TORONTO, ONTARIO--(Marketwire - Dec. 12, 2011) -

Editors Note: A photo for this release will be available on the CP picture wire via Marketwire.

Pizza Pizza, Canada's leading pizza operator, raised \$250,000 for Children's Miracle Network in 2011 thanks to its Slices for Smiles fundraising initiatives, setting a new record for the campaign. Funds raised during the fifth edition of the campaign are directed to help support leading care, research and services provided at 14 affiliate children's hospitals across Canada.

Over 280,000 smile-shaped pizzas were sold during the semi-annual Slices for Smiles fundraisers. In addition to the sale of smile pizzas, the Foundation also raised money through in-store, online and mobile donations, and community events.

"This is the most money we've ever raised in a single year and we're set on breaking records in the future," said Pat Finelli, Chief Marketing Officer for Pizza Pizza. "Children's Miracle Network and its member hospitals work so hard to save and improve the lives of our children. We're just excited to be able to support them."

Throughout the duration of the campaign, Pizza Pizza enlisted the help of professional athletes and patient ambassadors to help raise awareness for the cause in their local communities. Money raised will be redistributed locally to the area's Children's Miracle Network member hospital.

"One in four children in Canada will receive treatment at a children's hospital," said John Hartman, Chief Operating Officer, Canada for Children's Miracle Network. "The quality of our children's hospitals affects everyone and we are pleased that Pizza Pizza is committed to raising critical funds and awareness for children across Canada."

Founded in October 2007, to coincide with Pizza Pizza's 40th anniversary, the Slices for Smiles Foundation has raised over \$840,000 for children's charities across Canada. The company hopes to surpass the million mark in total funds raised in 2012.

To learn more about Pizza Pizza's fundraising initiatives, visit the "Fundraising" page at www.pizzapizza.ca.

About Children's Miracle Network

Children's Miracle Network® raises funds for 170 children's hospitals, 14 of which are in Canada. These hospitals, in turn, use the money where it's needed the most. When a donation is given, it stays

in the community, ensuring that every dollar is helping local kids. Since 1983, Children's Miracle Network has raised tens of millions of dollars for children's healthcare most of it \$1 at a time. These donations have gone to support research and training, purchase specialized equipment, and ensure excellence in care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at ChildrensMiracleNetwork.ca.

About Pizza Pizza Limited

Founded in 1967, Pizza Pizza Limited is Canada's pizza pioneer and one of the country's most successful quick service restaurant chains. With its Pizza Pizza and Pizza 73 banners, the company plays an active role in the communities it serves through fundraisers, donations and local sponsorships at the corporate and franchise levels. The company is guided by a mission to provide the "best food, made especially for you" with a focus on quality ingredients, customer service and continual innovation. Visit pizzapizza.ca and pizza73.com for more information.