



**Press release
For immediate distribution**

Pizza Pizza expands its piece of the Winnipeg pizza market pie
Pizza leader expects to have 10 locations in Manitoba by 2013

December 19, 2011 (Toronto) – Pizza Pizza, Canada’s domestic pizza leader, is falling in love with Winnipeg and the feeling appears to be mutual. Since 2010, the company has opened five restaurants and signed on as a sponsor of the Winnipeg Jets. Based on the response to date, residents appear to be ready for more. Thanks to positive performance, Pizza Pizza plans to open five more locations by the end of 2012.

In November and early December, Pizza Pizza opened three new locations – 2230 McPhillips Street, 1074 St. Mary’s Road and 600 Portage Avenue. These new locations join an existing pair of franchises at 2677 Pembina Highway and 1873 Portage Avenue and a non-traditional location at the MTS Centre.

“Winnipeg is an endearing city and we’re excited to offer Winnipeggers a pizza menu that is full of choice, value and quality,” said Pat Finelli, Chief Marketing Officer for Pizza Pizza. “We have really enjoyed our first experiences in this market and with our expansion plans, we are ready to put in lots of energy in the years ahead.”

Since embarking on a national expansion in 2009, the company has added some 15 locations across the country primarily in Manitoba, Saskatchewan, Quebec and Nova Scotia, with five of those restaurants opening in 2011 alone. Earlier this year, Pizza Pizza also released a new store concept that requires considerably less investment capital for franchisees.

“We have worked hard in developing our franchises in Winnipeg,” said Sebastian Fuschini, Vice President of Franchising at Pizza Pizza. “Like our food, the expansion of our family-network must be as natural as possible and nurtured over time.”

Residents interested in learning about franchising opportunities are invited to visit www.pizzapizza.ca or to call 1-800-263-5556 for information.

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 offers a broad range of menu items that include hot and fresh pizza, gluten-free pizza, Italian sandwiches, chicken wings, chicken bites, family-sized pasta, shrimp and salads. 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 www.pizzapizza.ca and

www.pizza73.com for more information.