



**Pizza Pizza announces partnership with True North Sports & Entertainment Limited**  
*Sponsorship of MTS Centre and Winnipeg Jets part of strategy to expand presence in the Prairies*

**December 5, 2011 (Toronto)** – Pizza Pizza, Canada’s leading pizza chain, announces a new partnership with True North Sports & Entertainment Limited. As part of the agreement, Pizza Pizza becomes a sponsor of the Winnipeg Jets and will have onsite concessions serving hot and fresh slices at the MTS Centre where the Winnipeg Jets are set to play home games during the 2011/2012 NHL season.

Sponsorship of the Winnipeg Jets is part of Pizza Pizza’s strategic plan to grow its presence throughout the Prairies.

“Winnipeg is a thriving city with a growing business community and a diverse population,” Pat Finelli, Chief Marketing Officer for Pizza Pizza. “We’re big sports fans and are excited to team up with the Winnipeg Jets as they look to make magic for fans and the community. This partnership is about doing good work together to benefit fans, and to have fun as a team. That is what we are all about. Plus it will surely have a positive impact on our business in the region.”

“We couldn’t be happier to announce our newest partnership with Pizza Pizza in our inaugural season with the Winnipeg Jets,” says Norva Riddell, Senior Vice President of Sales and Marketing for True North Sports & Entertainment Limited. “It’s an excellent addition to our current concession offerings; we’re thrilled to feature this quality product in the MTS Centre”.

In 2009, the company embarked on a Canada-wide expansion that has seen new store locations open in Saskatchewan, Manitoba, Nova Scotia and Quebec. Pizza Pizza is looking to have a total of 10 locations in Manitoba by the end of 2012. The company unveiled a new store concept earlier this year that requires less investment capital from franchisees, making it easier to go into business with Pizza Pizza.

To learn more about franchising opportunities with Pizza Pizza, visit [www.pizzapizza.ca](http://www.pizzapizza.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 offers a broad range of menu items that include hot and fresh pizza, gluten-free pizza, 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](http://www.pizzapizza.ca) and [www.pizza73.com](http://www.pizza73.com) for more information.

**For more information:**

Kathleen Stelmach  
Torchia Communications  
416-341-9929 ext. 227  
[kathleen@torchiacom.com](mailto:kathleen@torchiacom.com)

Sayurie Naidoo  
Torchia Communications  
416-341-9929 ext. 230  
[sayurie@torchiacom.com](mailto:sayurie@torchiacom.com)