



**Pizza Pizza reaches a milestone with 10th restaurant  
opening in the Greater Montreal Area**  
*New restaurant location in Laval community*

**January 4, 2012 (Toronto)** – After three years of service in the Greater Montreal Area, Pizza Pizza, Canada’s leading pizza chain, has reached a new milestone in the market with the opening of its 10th restaurant. The new restaurant, located at 2155 Cure-Labelle in Laval, recently opened its doors in the community of Chomedey and joins a growing presence for the company in Quebec.

The new opening is part of a Canada-wide growth initiative with a strong focus on Quebec. The company first entered the Montreal market in 2007 as partner of the Montreal Canadiens with concessions at the Bell Centre, which was followed by the opening of its first traditional restaurant location in Montreal in 2008. Since then, Pizza Pizza’s sales have increased by 15 per cent in the province. The company currently has over 100 employees in Quebec and intends on continuing its growth by opening multiple locations next year, including a second location in Laval and a new restaurant in Montreal’s Ahuntsic-Cartierville borough by early 2012.

“Quebec is and always has been an important market for us,” said Pat Finelli, Chief Marketing Officer for Pizza Pizza. “We’ve been focused on growing our business in the right markets in Quebec and the Laval community is one where we see great potential for the future. We’re committed to expanding our presence in Quebec and are actively pursuing opportunities in the thriving communities surrounding Montreal.”

The franchise owners John Bou Jaoude and Adnan El-Khatib share a loyalty to the community of Chomedey and strong commitment to providing their community with a quality product and convenient service. Both bring a previous knowledge of owning and operating a business, which includes Mr. Bou Jaoude’s past experience as the owner of two restaurants in Laval and native Lebanon.

The new location will feature a similar store format and the standard menu items offered at other traditional Pizza Pizza locations across the country. The 1,700 square foot store offers seating for approximately 18 people, with additional seating outside on a small patio during the summer months. A total of 13 employees will staff the new location in variety of positions including kitchen staff and delivery drivers.

For more information or to learn more about franchising opportunities, visit the “Corporate” tab at [www.pizzapizza.ca](http://www.pizzapizza.ca) or call 514-294-3983.

**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](http://www.pizzapizza.ca) and [www.pizza73.com](http://www.pizza73.com) for more information.

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