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Pizza Pizza's Award-Winning iPhone Ordering App Reaches 111,111 Orders

TORONTO, ONTARIO--(Marketwire - Nov. 30, 2011) - It's been six months since Pizza Pizza launched its iPhone application, and the Canadian pizza chain has received 111,111 orders through the free mobile ordering app. The award-winning app was the first of its kind for Canadians and was developed in partnership with Plastic Mobile. It's available to iPhone®, iPod touch® and iPad™ users.

"The launch has exceeded our expectations and it's clear that our customers love the added convenience we've delivered," said Pat Finelli, Chief Marketing Officer for Pizza Pizza. "Embracing new technologies has been invaluable to us in our industry. We've had the opportunity to be first in a lot of things, and we're delighted to have added this mobile app to the list."

In the months since its launch, the mobile ordering app has received a number of accolades. It has been ranked as the #1 Lifestyle app in the iTunes store and has won a bevy of awards, including a Webby Award in the category of Mobile Shopping for Handheld Devices, a Canadian Marketing Association Award in the Digital Interactive Retail Category, a W3 Award for Design and Navigation, and two Davey Awards; a gold for the MA15 Shopping category, and a silver for the MM61 Restaurant category.

"The beauty of the Pizza Pizza Ordering App lies in its fast and intuitive user experience," says Plastic Mobile's COO, Melody Adhami. She also notes, "that Pizza Pizza has reached 111,111 orders so quickly is not only a tribute to the ease-of-use and intelligent design of the app, but also a testament to the extreme customer convenience of the growing mobile market."

To download the Pizza Pizza app, visit Apple's App Store^(SM) <http://bit.ly/hSdnnK>.

About Plastic Mobile

Plastic Mobile is an award-winning mobile marketing agency of thinkers, artists, creators and builders with one common aspiration: to create extraordinary user experiences. Plastic Mobile is at the heart of the evolution of the interactive mobile technology, pushing the boundaries and setting the bar for the standard of quality.

Known for many quality, first-in-kind mobile initiatives, Plastic Mobile delivers exceptional client service and highly customized mobile solutions for all platforms, while achieving measurable results. With a diverse client list of some of North America's best brands, including Rogers, Pizza Pizza, Air Miles, Axe and Royal Le Page, they are the proud recipients of myriad awards, including the 15th annual Webby shopping award, "the Oscars of the Internet." Check us out at www.plasticmobile.com.

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 has

been an innovative leader in the industry with the introduction of Canada's first centralized single number ordering system, an online web ordering system, wireless payment technology to the customer's door and the world's first insulated pizza delivery bag. 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.

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