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## BOSTON PIZZA CONTINUES TO GROW IN 2004 WITH THE OPENING OF PICKERING LOCATION

Boston Pizza restaurant in Pickering means more than 100 jobs, investment and community involvement

**January 19, 2004 – Pickering, ON** – Pickering celebrates the opening of its first Boston Pizza at 1899 Brock Road, adding a great new casual dining restaurant and sports bar to the growing commercial development just north of Highway 401. The opening of the Pickering location on Tuesday, January 20<sup>th</sup> marks Boston Pizza's first store of 2004, kicking off another year of growth in the company's 40<sup>th</sup> anniversary year. Boston Pizza Pickering will be Canada's 179<sup>th</sup> location, the 29<sup>th</sup> to open in Ontario.

"We are very excited about expanding our business into the City of Pickering. Boston Pizza Pickering is the second store in the Durham Region and we are thrilled to have a growing presence in such a thriving community," says Mark Pacinda, President, Boston Pizza International Inc.

Boston Pizza is a full service, pizza themed, casual dining restaurant and sports bar offering more than 100 menu items including a unique selection of gourmet pizzas, mouth-watering pastas, and a wide variety of appetizers, ribs, meal size salads, sandwiches and desserts.

In addition to a friendly dining room, Boston Pizza Pickering will also have a great sports bar with big screen TVs, a pool table and video games and will serve their full menu every day until close. With over 260 seats, Boston Pizza Pickering is the perfect place for families, sports teams, groups of friends or couples to meet and mingle over great food.

"The entire franchise group felt that Pickering was the perfect location to open a Boston Pizza restaurant and sports bar. There is a great sense of community in Pickering that fits well into the Boston Pizza concept, and we hope to develop long-lasting relationships with the residents here," says franchise partner Mike LeSage.

Boston Pizza Pickering is owned by franchisees Mike LeSage, who is also a franchise partner for Boston Pizza Newmarket, Paul Haffenden, Kevin Beaudry, Walter Perhat, Anne Hsiung, and Rupert Robinson. "We would like to thank the employees with the City of Pickering who helped us with the process of opening a business in Pickering. With the creation of more than 100 jobs, Boston Pizza Pickering is proud to contribute to Pickering's economic growth," says the franchise group.

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"Twenty-Five Year Award"  
International  
Franchise Association



The franchisees and staff of Boston Pizza Pickering are looking forward to becoming involved with their community by being enthusiastic sponsors of adult and children's sports teams as well as holding annual Boston Pizza fundraising events for local charities, such as The Heart and Stroke Foundation, Kids Help Phone and the Juvenile Diabetes Research Foundation.

Boston Pizza International Inc. now has 179 restaurants in Canada, with 2003 sales in excess of \$350 million. The Company has been designated as one of Canada's 50 Best Managed Companies for the past nine years, as determined by Deloitte & Touche, CIBC Commercial Banking and The National Post. Boston Pizza International Inc. is headquartered in Richmond, B.C. and has a regional office in Mississauga, Ont. to support its expansion. For more information visit [www.bostonpizza.com](http://www.bostonpizza.com).

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