



PANAGO PIZZA TOPS THE COMPETITION WITH ADVERTISING AWARDS WON

Vancouver, BC – BC-based Panago Pizza led the Frankie Awards with eleven wins out of sixteen categories at the Canadian Franchise Association's (CFA) Frankie Awards in Toronto, ON earlier this month. Almost 200 entries were submitted by franchisors, advertising agencies and franchising support service providers across the country. Judged on the clarity of message, originality of concept, effective use of medium, quality of execution and overall presentation, Panago topped the competition.

Panago's unique branding, which continues to set new standards in design for the franchise industry, earned **Gold Awards** in Corporate Identity, Brochures (Consumer/Retail), Media Campaign (December's Promotion), Package Design (Panago's Cucina); **Silver Awards** in Direct Marketing, Internet Design (Panago.com and Panagofranchise.com), Package Design (Organic drinking boxes), Brochures (Recipe Book); and **Bronze Awards** in Magazine Advertising and Transit/Bus Shelter/Outdoor.

Marilyn A. Creswell, President of MAC Marketing and one of the CFA's judges, states "Panago's clean, unique and modern approach to their branding strategy stood out against the competition." Creswell further adds, "Panago is successful because their marketing material consistently projects clear messaging that speaks to their target audience and in many instances evokes emotion." The CFA congratulates Panago on their success with the 2009 CFA Frankie Awards.

"Panago is thrilled by the number of awards received, and grateful to the CFA for their acknowledgement," states Alex Green, VP of Marketing for Panago Pizza who recently accepted the prestigious awards on behalf of Panago. "We are fortunate to be partners with an outstanding advertising and design firm, who without, these wins would not have been possible."



FOR IMMEDIATE RELEASE

Vancouver, BC May 15, 2009

Known for record wins at the Frankies in previous years, Green attributes Panago's success to their unique branding strategy. "We look at every point of contact with our customers and work to maximize both the clarity and impact of our communications. Through tools like package design, website and media campaigns, we continually work to build a brand that resonates with our customers and provides an experience not typically expected in the takeout and delivery category," he finishes. Last year Panago eliminated all added trans-fats, MSG and artificial flavours and colours from their ingredients, which provided the basis for one of their winning magazine ad campaigns in Today's Parent. Panago also launched an exclusively branded line of products known as Cucina, which took top awards for package design.

"It's great to see Panago recognized by the CFA, it always makes me proud when a client decides to be a little daring in their approach to their brand and is rewarded," says Terry Mercer, President and Creative Director for Mercer Creative Group. Vancouver based Mercer Creative has been working on the Panago brand for over 20 years.

Panago Pizza, Canada's premiere pizza franchise is all about fresh pizzas, salads and wings to go. With the philosophy of "think fresh", Panago pizzas are a fusion of international flavours, from Italian-inspired traditionals to unique originals created by Jason Symington, Panago's Certified Chef de Cuisine. With healthy roots in British Columbia and over 165 delivery and takeout locations from British Columbia to Ontario, Panago is a people-first business that tops off its great pizza by giving back to the communities it serves. In 2008, system wide Panago sales exceeded \$140 million and Panago delivered more than 12 million pizzas.

Please visit www.panago.com for more information.