

Boston Pizza Quick Facts

- Boston Pizza is Canada's **No. 1** casual dining brand (according to NPD Group's CREST[®] survey, the industry's gold standard for market research information)
- More than **325** restaurants across Canada from coast to coast
- System-wide gross sales exceeded **\$830 million** in 2008
- Employs more than **16,000** people across Canada
- Each store employs approximately **50 – 100** staff
- Serves more than **38 million** customers annually
- All but three restaurants in Canada are owned by independent franchisees; others are corporately owned
- More than 50 locations in U.S. and one in Mexico operate under the brand "Boston's The Gourmet Pizza"
- Same store sales growth has averaged **5.7%** annually over the past 10 years
- Restaurants are renovated every seven years
- More than **100** menu items including Health Check[™] options
- The Boston Pizza Foundation has raised more than **\$9 million** for various **Canadian charities** since its inception in 1990
- Monthly cash distributions from the Boston Pizza Royalties Income Fund have increased **thirteen** times since its IPO in July 2002, for a total increase of **38%**
- A member of Canada's **50 Best Managed Companies** since 1994 and a Platinum Club member since 2003
- Named No. 3 in Canada's **10 Most Admired Corporate Cultures**[™] by Waterstone Human Capital in 2007 and 2008
- Named Franchisor of the Year by the Quebec Franchise Council in 2007