



Boston Pizza®

WE'LL MAKE YOU A FAN.™

BOSTON PIZZA TIMELINE

- 1964** – *First Boston Pizza opens in Edmonton, Alberta.*
- 1968** – *Jim Treliving leaves his job as an R.C.M.P. officer and opens his first Boston Pizza restaurant in Penticton, B.C.*
- 1973** – *George Melville, an accountant with Peat Marwick Mitchell & Co. in Penticton, B.C., becomes business partners with Jim Treliving and the two begin opening Boston Pizza franchises across B.C.*
- 1983** – *Jim and George, partners in 16 Boston Pizza Restaurants, think that buying the chain of 44 Boston Pizza locations is a “great idea” and do it. They sell all their franchises except one and become the new owners of the franchisor, Boston Pizza International Inc.*
- 1986** – *Boston Pizza debuts on the world stage as the official pizza supplier for Expo '86 in Vancouver, B.C. generating more than \$8 million in sales.*
- 1990** – *The Boston Pizza Foundation is established to raise funds to make a difference in the lives of those in need across Canada and around the world.*
- 1993** – *Boston Pizza receives 25-Year Award from The International Franchise Association.*
- 1994** – *Named one of Canada's 50 Best Managed Companies by the Financial Post, a recognition for which Boston Pizza has been awarded every subsequent year.*
- 1996** – *Boston Pizza opens its 100th store in Cold Lake, Alberta on September 24th, 1996.*
- 1998** – *Mark Pacinda joins Boston Pizza and opens a regional office in Mississauga, Ontario to support expansion in Eastern Canada. In addition, two locations open in the U.S. under the banner “Boston's The Gourmet Pizza.”*
- 1999** – *Jim Treliving and George Melville earn the Ernst & Young Entrepreneur of the Year Award for commitment to hospitality and tourism.*

Boston Pizza International Inc.

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Continued

- 2002** – *Boston Pizza Royalties Income Fund is created and begins trading on the TSX under the symbol BPF. UN following the initial public offering on July 17, 2002.*
- 2003** – *Boston Pizza is named as a Platinum Club Member of “Canada’s 50 Best Managed Companies” and has been awarded Platinum status every subsequent year.*
- 2004** – *Boston Pizza celebrates its 40th anniversary and begins expansion into Quebec with the opening of a corporate office in Laval.*
- 2005** – *Boston Pizza locations across Canada serve more than 30 million customers and the 200th location opens in Kitchener, Ontario.*
- 2006** – *Boston Pizza opens its first locations in Newfoundland and P.E.I., making Boston Pizza truly coast-to-coast.*
- 2011** – *Mark Pacinda named President and Chief Executive Officer of Boston Pizza International Inc.*
- 2012** – *Boston Pizza Royalties Income Fund celebrates its 10-year anniversary on the Toronto Stock Exchange.*
- 2013** – *The 350th Boston Pizza location opens in Devon, Alberta.*
- 2014** – *Boston Pizza International Inc. achieves record system-wide sales of \$1.0 billion and celebrates the brand’s 50th anniversary on August 12, 2014 by serving a record 85,000 individual gourmet pizzas to loyal guests from coast-to-coast.*

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