

## COMPANY HISTORY

*The history of Boston Pizza is as diverse as the menu items it serves up.*

Started in Edmonton, Alberta in 1964 when Greek immigrant Gus Agioritis opened Boston Pizza and Spaghetti House, the concept quickly grew in popularity and a franchise was born. One of the first franchisees was former R.C.M.P. officer, Jim Treliving, who opened the doors to his first restaurant in Penticton, British Columbia in 1968. It was through this franchise that he met chartered accountant George Melville, who assumed the position of Treliving's business consultant and eventual business partner. Within a decade, the two men built a chain of 16 restaurants in B.C. giving them the hands-on experience that would eventually lead to their future roles as the franchisors of Boston Pizza International.

In 1983, Treliving and Melville purchased Boston Pizza International Inc. (BPI) and its chain of 44 restaurants from then owner Ron Coyle. The pair immediately divested their restaurants to franchisees, and established systems and operating standards that would set the stage for sustainable growth across the country. An expansion in to Eastern Canada was always on Treliving and Melville's radar and was brought to life in September 1998 when the first location opened in Ottawa, Ontario. Today there are more than 110 restaurants in Ontario, 25 locations in Quebec and 18 in Atlantic Canada.

As the company continued to grow in Canada, Treliving and Melville set their sights south of the border and in 2000 began expansion of the brand to the United States. Originating in Dallas, Texas, and operating under the banner "Boston's The Gourmet Pizza", the brand continues to grow in the United States and Mexico.

The concept of providing two experiences under one roof – a family-friendly restaurant and a separate sports bar with a lively atmosphere – has made Boston Pizza Canada's number one casual dining brand, with more than 365 restaurants from coast to coast.

The next chapter in the Boston Pizza story is expansion into prime urban locations across Canada, including non-traditional sites such as hotels, sports arenas and strip malls.

Fifty years after that first store opened in Edmonton, Treliving and Melville remain at the head of the business and continue to have the vision, ambition and drive to ensure the continued growth and evolution of Boston Pizza International.

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**Boston Pizza International Inc.**

100 - 10760 Shellbridge Way, Richmond, British Columbia V6X 3H1  
T: 604.270.1108 • F: 604.270.4168