

For Immediate Release:

Pizza Pizza and Plastic Mobile Introduce the Newest Addition to their Mobile Family

January 15, 2013 (Toronto) -- Pizza Pizza, Canada's leading pizza retailer, and award winning agency, Plastic Mobile, team up once again to deliver yet another delicious ordering experience. This time, they have taken to a bigger mobile screen and spiced things up with some innovative ordering elements.

The latest version of the Pizza Pizza ordering app, created for the iPad, boasts the same fast, easy and delicious ordering as the iPhone app, but with a few twists. Pizza lovers can now custom create their pizza masterpieces with a "pizza builder," choosing their toppings from a visual menu section, then watch as their toppings are sprinkled over the pizza. At the end of the ordering journey, customers can play the dynamic spin-to-win game for a chance to win a complementary side on their next order.

With a fresh and vibrant design aesthetic that's aligned with the revamped, user-friendly site and iPhone ordering application, the company continues in its commitment to stay ahead of the curve to meet the needs of its evolving clientele. Pizza Pizza CEO, Paul Goddard, states: "The Pizza Pizza iPad ordering app comes as the next step in our broader mobile strategy that is devoted to giving our customers more convenient, fast and fun ways to order from Pizza Pizza."

Melody Adhami, President and COO of Plastic Mobile, says "We are thrilled to add the iPad to the growing roster of supported mobile devices for Pizza Pizza. We are even more thrilled to see their commitment to providing the best experiences for their customers by offering mobile capable options for those who want to order from wherever they are."

Pizza Pizza launched the first-ever pizza ordering and delivery app in Canada in 2011. The app received such unprecedented user response (not to mention a great deal of award

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recognition) that Pizza Pizza continues to find new ways to meet customers' growing demand for mobile ordering options.

About Plastic Mobile

Plastic Mobile is an award-winning mobile marketing agency of thinkers, artists, creators and builders. We have one common aspiration: to create extraordinary user experiences. Plastic Mobile is at the heart of the evolution of the interactive mobile technology, pushing the boundaries and setting the bar for the standard of quality.

Known for many first-of-their-kind mobile initiatives, including launching the first national video iPad app and creating the first pizza ordering mobile app, Plastic Mobile delivers exceptional client service and highly customized mobile solutions for all platforms, while achieving measurable results. We have a diverse client list of some of North America's best brands and are the proud recipients of a number of awards, including the 15th annual Webby shopping award. Check us out at, www.plasticmobile.com.

About Pizza Pizza Limited

Founded in 1967, Pizza Pizza Limited is Canada's pizza pioneer and one of the country's most successful quick service restaurant chains. With its Pizza Pizza and Pizza 73 banners, the company has been an innovative leader in the industry with the introduction of Canada's first centralized single number ordering system, an online web ordering system, wireless payment technology to the customer's door, the world's first insulated pizza delivery bag and its award winning iPhone app. The company is guided by a mission to provide the "best food, made especially for you" with a focus on quality ingredients, customer service and continual innovation.

Visit www.pizzapizza.ca and www.pizza73.com for more information.

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