



Bruce Firestone

Sent Via Email: bmfirestone@hickling.ca

Re: Pizza Pizza and The Ottawa Senators Score A Slice And Win

Dear Mr. Firestone,

Thank you for taking the time to write to Mark Bonneau regarding The Ottawa Senators verses The Toronto Maple Leafs on Friday September 20th at The Corel Centre. I would like to take this time to address your concerns.

Pizza Pizza is very excited about our affiliation with the Senators. We are aware that the Score A Slice and Win promotion is one of, if not the most recognizable promotions in The Corel Centre during the Hockey season.

We realize that there was some confusion on our part surrounding the home opener this past Friday. The Sens beat the Leafs 7 – 1 and when Fans tried to redeem their ticket stubs for slices, our stores were unaware that the promotion included all home games. While we did try to rectify this on Friday night, there was a 20-minute window where our stores were denying fans their slices. In the case that the Senators do score 5 or more goals, a phone call is made to our Head Office in Ottawa, and in turn, a message is sent across each stores printer. I would like to assure you that this has been taken care of and all of our stores will be participating from this point on.

I understand that your children were also disappointed when trying to redeem their ticket stubs. We would like to be able to send your children a voucher for a complimentary large 3 topping pizza to be used at their discretion. Please provide a mailing address for the voucher to be sent if this is something that would interest your children.

Again, we are sorry for any confusion and disappointment surrounding our promotion. Please feel free to contact me directly at 416-967-1010 should you have any questions or concerns.

Thank you for voicing your concerns and Congratulations on the win!

Pat Finelli
Vice President, Marketing
Pizza Pizza Limited