



**JUST FOR LAUGHS GROUP PARTNERS ON A MULTI-YEAR TERM
WITH LEADING FAMILY RESTAURANT AND SPORTS BAR,
BOSTON PIZZA**

**EFFECTIVE IMMEDIATELY, BOSTON PIZZA IS THE OFFICIAL CASUAL
DINING RESTAURANT SPONSOR
FOR JUST FOR LAUGHS ACROSS CANADA INCLUDING
FESTIVALS AND JUST FOR LAUGHS CANADIAN COMEDY TOUR**

MONTRÉAL, May 4, 2022 - Just For Laughs Group is excited to announce Boston Pizza Restaurant & Sports Bar as the official casual restaurant sponsor for the company across Canada to include festivals and the Just For Laughs Canadian Comedy Tour. In this new partnership that takes effect immediately, Just For Laughs (JFL) and Boston Pizza (BP) will bring community and comedy together with various activations and integrations at all Just For Laughs events in Canada through 2024.

Just For Laughs' dynamic tours have been beloved by audiences from coast to coast for over 20 years. The company is elated to now partner with Boston Pizza, who will add an even more immersive experience for all comedy fans attending JFL live shows and tours. With various activations being developed for future shows and festivals, Just For Laughs has already launched this exclusive partnership with the kickoff of the *Boston Pizza Presents: Just For Laughs Comedy Night in Canada hosted by Rick Mercer Tour*, which had its first performance last

week in Moncton, NB. In addition, the companies will be exploring together ways to bring the JFL brand and experience into the BP environment.

One of the most highly anticipated collaborations will be happening on May 17, 2022. in Penticton, BC. As part of the *Boston Pizza Presents: Comedy Night in Canada Tour* hosted by Rick Mercer, and as a special nod to this partnership, an exclusive event will be taking place featuring Boston Pizza Chairman, Canadian businessman and CBC *Dragons' Den* personality, Jim Treiving who got his start with BP in Penticton as the brand's first ever franchisee. The event will feature curated comedy performances by the comedians performing on the tour followed by a short in conversation with Rick Mercer and Jim Treiving.

As the official casual dining restaurant sponsor of Just For Laughs, Boston Pizza's first major festival activation with the comedy conglomerate will be at the upcoming 40th anniversary of Just For Laughs MONTRÉAL, presented in collaboration with Loto-Québec, from July 13-31, 2022. This activation will be one of the most anticipated of the next few years.

"We are overjoyed to welcome Boston Pizza as the official restaurant sponsor for all Just For Laughs Group properties, bringing even more laughter to audiences from coast to coast" shares Charles Décarie, President and CEO of Just For Laughs Group. "As Canadian based companies, both Just For Laughs and Boston Pizza share a commitment to creating a community experience for all patrons by cultivating an environment of levity and fun. The synergies between Just For Laughs and Boston Pizza could not be more aligned, and we are excited that our internationally renowned comedy brand is now partnering with Canada's leading national restaurant chain".

"Boston Pizza is in the business of bringing people together over food and time spent enjoying the company of friends and family" says Boston Pizza President Jordan Holm. "Whether cheering together for the big game, celebrating a beer league win of your own or perhaps a family birthday, for almost 60 years BP has been the place where food and life get shared in communities all across Canada. Gathering to laugh with others is another great way Boston Pizza can help bring people together, which makes our new partnership with Just For Laughs a great opportunity for everyone."

The next few years will see some incredible growth for both companies, who will be working together to provide Canadians with inimitable experiences that can only be shared at various Just For Laughs & Boston Pizza partnered events.

ABOUT JUST FOR LAUGHS GROUP

Founded in 1983, the Just For Laughs Group is the most important player in the global comedy industry co-owned by Groupe CH, Bell Media and ICM Partners. The company is an international powerhouse in the creation of multi-platform comedy content. Every year, it entertains millions of spectators with its festivals on Canadian and international stages, in Montréal – the biggest comedy event in the world – as well as in Toronto, Vancouver; Austin, U.S.A., Sydney, Australia and London, U.K. The Group organizes shows featuring thousands of comics from Canada and other countries, including established artists as well as up-and-comers; stages its own comedy shows and musicals; produces touring shows; broadcasts digital and televised content (notably Gags, which is shown in 150 countries and followed by an online audience of ten million on YouTube); manages talented artists; and is the originator of the ComedyPRO and JPR Pro industry conferences. www.hahaha.com

ABOUT BOSTON'S PIZZA

Boston Pizza International Inc. ("BPI") is Canada's number one casual dining brand. The Boston Pizza brand has served communities from coast-to-coast-to-coast for over 58 years since opening its first restaurant in Edmonton, Alberta in 1964. Today Boston Pizza proudly remains a Canadian company with its hundreds of local franchise owners operating more dining rooms, sports bars and patios than any other single brand in the country, along with take-out and delivery. BPI has been recognized as a Platinum Member of Canada's 50 Best Managed Companies and has been a Franchisees' Choice Designation winner for eight consecutive years.

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