

Triple O's Restaurants Recognized for Franchise Excellence by the Canadian Franchise Association (CFA)

VANCOUVER, BC (June 10, 2021) – Triple O's is once again recognized by the 2021 Canadian Franchise Association (CFA) Awards of Excellence in Franchising in the Category of Traditional 16-29 Franchisees.

This is the second year award winners have been announced virtually amidst COVID-19. Considered the pinnacle of franchise achievement in Canada, the CFA Awards of Excellence in Franchising are given annually to franchise systems that have demonstrated superior franchise relations, leadership, training and communications.

“Receiving any award is special – however, receiving one for franchising excellence in this pandemic year is extra special. I would like to acknowledge and thank the Canadian Franchise Association for putting on a program that benchmarks critical areas of our business enabling us to continually improve. We are extremely grateful to the CFA and to our franchisees.” says Warren Erhart, President, White Spot Hospitality.

This year, more than 60 CFA member franchise brands participated in the CFA Awards of Excellence in Franchising program. Sponsored by the CFA and administered by the Portage Group, a third-party research firm, the winning franchise brands were determined based on the results of a survey completed by participating brands' franchisees about their experiences and levels of satisfaction with the system.

“The CFA Awards of Excellence in Franchising celebrate franchise brands that have demonstrated the strongest relationships with their franchisees, a true representation of the very best of Canadian franchising in 2021 and Growing Together™,” says Sherry McNeil, CFA President & Chief Executive Office. “The honored franchises prove that above all else, the connection and cooperation between a franchisor and their franchisees is vital to a franchise system's success, and that has been proven more true than ever in the past year.”

Open exclusively to CFA franchise system members, the CFA Awards of Excellence in Franchising competition includes seven categories to enable franchise brands to be rated against their peers. Entries are separated into Traditional Franchises (i.e. those with bricks and mortar locations) and Non-Traditional Franchises (i.e. mobile, home-based, etc.), then grouped based on number of franchisees.

Systems with the highest scores in each category are recognized with Bronze, Silver and Gold awards. The prestigious CFA Award of Excellence in Franchising Grand Prize is given to a Gold winner in the Traditional category and a Gold winner in the Non-Traditional category.

To learn more about Triple O's, visit www.tripleos.com

For more information about the **CFA Awards of Excellence in Franchising** and a list of winners, visit <https://www.cfa.ca/cfa-awards/>.

About Triple O's

Triple O's Restaurants is a division of White Spot Hospitality, Canada's longest-running restaurant chain since 1928, operating the White Spot brand of 56 family casual-dining restaurants in British Columbia and Alberta, and the Triple O's brand with 72 premium quick service restaurants throughout British Columbia, Alberta and Asia. Triple O's guests can enjoy our signature burgers made with 100% fresh Canadian beef and Secret Triple "O" Sauce, fresh-cut Kennebec fries and hand-scooped milkshakes. Our restaurants offer a casual and authentic West Coast dining experience at gas stations, freestanding restaurants, sports arenas, university and college campuses and on BC Ferries. White Spot Hospitality is proud to be recognized with the platinum status designation as one of Canada's Best Managed Companies, one of Canada's top 150 iconic brands as awarded by Interbrand Canada, awarded a medal for excellence in franchising by the Canadian Franchise Association and as one of BC's Most Loved Brands as recognized by Ipsos. www.tripleos.com.

About the Canadian Franchise Association

The Canadian Franchise Association (CFA) helps everyday Canadians realize the dream of building their own business. CFA advocates on issues that impact this dream on behalf of more than 700 corporate members and over 40,000 franchisees from many of Canada's best-known and emerging franchise brands. Beyond its role as the voice of the franchise industry, CFA strengthens and develops franchising by delivering best-practice education and creating rewarding connections between Canadians and the opportunities in franchising. Canadian franchises contribute over \$100 billion per year to the Canadian economy and create jobs for more than 1.9 million people. Learn more at www.cfa.ca or www.FranchiseCanada.online.

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