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FOR IMMEDIATE RELEASE

LOCAL RESIDENTS MAKE PIZZA FRANCHISE DREAM COME TRUE

New ownership of Nick-N-Willy's Pizza® in Vancouver, WA means tasty new promotions and profitable fundraising opportunities

March 29, 2010 (Centennial, Colorado) – The Nick-N-Willy's Franchise Company is pleased to announce the new ownership of its Vancouver, Washington restaurant by local residents, John and Dianne Foster. The restaurant, located at 110-7604 NE 5th Avenue, is now owned and operated by the husband and wife team whose dream has always been to open their own pizza franchise in their hometown. The Fosters have plans to offer year-round pizza promotions and support their community in a meaningful way through fundraising and event sponsorships.

"We always imagined ourselves owning a family run business that offered superior tasting pizza and was supported by a proven franchise system, said John Foster, owner of Nick-N-Willy's in Vancouver, WA. "We absolutely believe in the Nick-N-Willy's brand, so when the opportunity came up to partner with them at this location, we jumped at the chance."

The Fosters have more than ten years of expertise managing businesses in the areas of transportation and hospitality in Florida and Oregon. They believe that their prior experience will play a key role in helping them to achieve success with their Nick-N-Willy's franchise.

The new owners will continue to serve the full Nick-N-Willy's menu in their newly upgraded fast-casual restaurant. They will also continue to provide take-n-bake pizza, delivery, plus they'll be offering a new catering menu. In addition, the Fosters expect to add beer and wine to their menu in the next few months.

Several promotions are currently available to mark the new ownership, including an "All You Can Eat" pizza lunch for \$5.00 from 11:00 am – 1:00 pm Mondays to Fridays, "1/2 Price Wings" on Monday and Tuesdays, and "2 Topping Tuesdays", when all medium two topping pizzas are just \$7.00.

In the past few weeks, the Fosters have already made commitments to support fundraising initiatives for the Boys and Girls Club and the local Little League Baseball Association. They're also hopeful that other local non-profit organizations will take advantage of the Nick-N-Willy's VIP fundraising card program. Cards are sold for \$1 each with a suggested resale price of \$10 each, allowing organizations to make a \$9 profit on each card.

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Nick-N-Willy's in Vancouver, Washington is located at 110-7604 NE 5th Ave. Open daily, Sunday - Thursday 11 am – 9 pm, Friday-Saturday 11 am – midnight. Tel: (360) 693-7137.

About Nick-N-Willy Pizza®

The Nick-N-Willy's concept was developed in 1988 in Boulder, Colorado. The franchise company now has 40 locations in 14 states. In addition to its fast casual restaurant model where our products are baked in our gas-fired brick oven, the Nick-N-Willy's franchise also offers outlet models, where consumers can purchase high quality gourmet pizzas that are ordered fresh and baked at home in their own home. The Nick-N-Willy's concept is based on quality, freshness, convenience, and value. The Nick-N-Willy's franchise system is committed to customer service, and its success is based on its proprietary dough that is made daily from scratch with pure Italian olive oil, and is cut, kneaded and tossed by hand. The Nick-N-Willy's Franchise Company is owned by World Famous Pizza Company, LTD (TSX: WPC), a publicly traded company. The corporate offices are located in Centennial, Colorado and Vancouver, Canada. For more information, visit www.nicknwillys.com. For franchise information, call 1-866-985-8586 ext.422.

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