

WORLD FAMOUS PIZZA COMPANY LTD.

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Trading symbol: TSX-V: WPC
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World Famous Pizza Company Announces Non Brokered Private Placement

West Vancouver, British Columbia – November 3, 2009 – World Famous Pizza Company Ltd. (the “Company”) announces that, subject to regulatory approval, it intends to proceed with a non-brokered private placement (the “Private Placement”) to raise up to \$600,000 by the issuance of 8,000,000 units (the “Units”) at \$0.075 per Unit. Each Unit will consist of one common share and one share purchase warrant, with each warrant entitling the holder to purchase an additional common share at a price of \$0.10 for a period of one year from the closing date. With respect to this Private Placement, the Company may pay finders’ fees in the amount of 10% of the proceeds raised from the sale of the Units (payable in cash or Units at a deemed price unit of \$0.10 per Unit) based on the number of Units purchased by subscribers introduced to the Company by such finders. The proceeds from this Private Placement will be used to enhance the development of the Company’s franchise pizza operations and for general working capital purposes.

About World Famous Pizza Company Ltd.:

The Company recently acquired Nick-N-Willy’s Franchise Company, LLC (“NNW”) in June 2009. NNW operates in the segment of the restaurant market referred to as “fast casual”, which is a hybrid of the fast-food and traditional sit-down family restaurant experiences. The franchise model developed for NNW focuses on offering a new, fresh alternative to the fast casual industry using pizza. NNW’s concept offers its recipes baked, as well as take-n-bake alternatives. The NNW pizza concept started in Boulder, Colorado in 1988, remained as a local company offering freshly prepared gourmet pizzas for a number of years, and has increased to 41 restaurants operating in 14 states, including Arizona, California, Colorado, Iowa, Idaho, Illinois, Kansas, Minnesota, Oregon, South Dakota, Texas, Utah, Washington and Wisconsin.

For further information, contact Mr. Clive Shallow, investor communications, at 604-922-2030 or visit the Company’s website at www.wfpizzaco.com (website currently under construction).

WORLD FAMOUS PIZZA COMPANY LTD.

“Chris Moradian”

Chris Moradian, President & Chief Executive Officer

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