



Media contact:

Tanis Sullivan
(604) 230-8008
tanis@puremarketingpr.com

FOR IMMEDIATE RELEASE

NICK-N-WILLY'S PIZZA® OFFERS "A PIECE OF THE PIE" TO VALENCIA
NON-PROFITS AT GRAND OPENING PARTY ON SEPTEMBER 19

***Donations to local programs and free family festivities all part of local
franchisee's commitment to community giving***

(Centennial, Colorado) September 10, 2009 -- [Nick-N-Willy's Pizza®](#) is holding a festive public pizza party officiated by the Mayor of Santa Clarita on Saturday, September 19 from 1:00 to 6:00 pm to mark the new ownership of its freshly renovated restaurant in Valencia, California.

As part of this free family event, Mayor Frank Ferry will officially open the award winning pizza restaurant with a ribbon cutting ceremony. In addition, Nick-N-Willy's franchise owners Abbas and Sean Moshrefi, along with partner Ray Shirani will present donations to local charitable organizations as part of their community giving program. The festivities will also include free pizza samples, live music, face painting, an appearance by "Rocky the Clown", a pizza making competition between members of a local high school, and a raffle to win free pizza for an entire year.

"Pizza is all about bringing people together, whether it's for a special occasion, sporting event or a family dinner," said Nick-N-Willy's franchise owner, Abbas Moshrefi. "On Saturday, September 19th our goal is to unite local residents for the ultimate pizza party and demonstrate our commitment to the community by offering a 'slice of our pie' to local non-profits currently in need."

Nick-N-Willy's Pizza is a family friendly, fast-casual restaurant designed for today's busy lifestyles that specializes in America's favourite food. Nick-N-Willy's award winning pizzas are made with the freshest and finest ingredients to ensure the highest quality and best tasting pizza available. The restaurant offers the ultimate in customer convenience with more ways to enjoy Nick-N-Willy's pizzas fresher and faster. Customers can dine in, "take n bake", call for "hot n ready" pick up, or have their order delivered right to their door step.

Nick-N-Willy's offers a complete line of signature pizzas including the Aegean®, the Fresh Jalapeno Burn, the Outback and Earthborn, plus traditional favourites like the Nick-N-Willy's Classic, the Wild Willy Combo and the Big Kahuna. All pizzas are made with Nick-N-Willy's propriety pizza dough, made fresh daily in small batches using 100% pure olive oil and secret blend ingredients, then hand kneaded and tossed to order. Pizzas can be baked at home or in Nick-N-Willy's gas-fired brick ovens where they're baked to a light crispy perfection. In addition to pizza, Nick-N-Willy's also serves calzones, sandwiches made on freshly baked foccacia bread, wings, salads, and desserts.

Nick-N-Willy's in Valencia is located at 26870 The Old Road in Westridge Village Shopping Centre. Open daily, Sunday -Thursday 11 am – 10 pm, Friday-Saturday 11 am – midnight. Tel: (661) 291-1921.

About Nick-N-Willy Pizza®

Nick-N-Willy's is a fast-casual restaurant that specializes in award winning signature pizzas. Operating in 42 locations in 14 states, the franchise company has plans to expand rapidly with a goal of opening 150 units by 2012. The Nick-N-Willy's franchise model is based on quality, freshness, convenience and value. The Nick-N-Willy's Franchise Company is owned by World Famous Pizza Company, LTD (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.

###

Media contact:

Tanis Sullivan
(604) 230-8008
tanis@puremarketingpr.com