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FOR IMMEDIATE RELEASE

NICK-N-WILLY'S TOSSES CUSTOMER PIZZA REVIEWS INTO THE BLOGOSPHERE

December 15, 2009, Centennial, Colorado -- Nick-N-Willy's Pizza® Franchise Company is encouraging customers to post blog reviews about its gourmet pizzas, focaccia sandwiches, calzones, wings, sides and desserts on the Nick-N-Willy's [Slice of Life](#) blog at [nicknwillys.com](#). The objective of the year long campaign is to give people a chance to learn more about the restaurant chain's entire menu selection through the opinions of Nick-N-Willy's customers. The corporate blog will also serve as a forum for customers to share their experiences baking Nick-N-Willy's take-n-bake pizzas at home or dining in the fast-casual restaurants.

The initiative is part of the franchise company's online marketing strategy which includes social networking on sites like Twitter and Facebook, Youtube videos and blogging. The first customer written pizza review was posted earlier this week on the Nick-N-Willy's blog about the Wild Willy Combo pizza. The reviews will appear approximately once a month for a year based on the number of submissions from Nick-N-Willy's customers. The initial campaign is targeting customers in Colorado but the opportunity will be open to customers of 40 restaurant locations throughout the U.S. in the new year.

"We're constantly seeking ways to connect and engage with our customers, and these days, taking the dialogue online is absolutely essential for an effective marketing campaign," said Nick-N-Willy's President & COO, Richard Weil. "We expect this initiative will expand our reach to new audiences and, in turn, we hope to develop a large, loyal following on our blog."

Nick-N-Willy's is promoting the blogging opportunity through the Nick-N-Willy's e-club, Facebook Fan Page, Twitter and the blog. Customers and amateur bloggers are encouraged to inquire about blogging for Nick-N-Willy's by emailing tsullivan@nicknwillys.com. Select bloggers will receive one free menu item to review and taste test.

About Nick-N-Willy's

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. For more information about Nick-N-Willy's, visit www.nicknwillys.com. For franchise information, call 1-888-642-6945 or send an email to: franchiseinfo@nicknwillyspizza.com.

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For media interviews, product shots, screen captures and samples, please contact:

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