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FOR IMMEDIATE RELEASE

NICK-N-WILLY'S PIZZA® COOKS UP "SPOOKTACULAR" HALLOWEEN OFFERS FOR BUSY PIZZA MONTH

Centennial, Colorado - October 6, 2009 -- Trick or treat and come and eat at [Nick-N-Willy's Pizza®](#) this October as the restaurant franchise celebrates Halloween all month long! Nick-N-Willy's locations throughout the U.S. will be dishing out "spooky" pizza specials during one of its busiest months for pizza sales.

"When it comes to Halloween, pizza is definitely the dinner of choice," said Richard Weil, President and COO of Nick-N-Willy's Franchise Company, LCC. Nick-N-Willy's Pizza is a convenient and delicious option for busy families and trick-or-treaters on the go. We offer easy solutions to suit your Halloween schedule no matter how 'scary' it is, with 'hot n ready pick up', 'take n bake', dine in and delivery."

All month long, Nick-N-Willy's will be offering festive Halloween Pumpkin Pizzas for "take n bake", "hot n ready" pick up, dine in or delivery. The large sized pepperoni Halloween Pumpkin Pizzas are priced at \$11.99. Until October 31, customers can receive up to three pumpkin pizzas for just \$5.00 each with the purchase of any large signature pizza. Coupons are available online at www.nicknwillys.com and in store, plus they will be distributed to homes near Nick-N-Willy's restaurants as door hangers.

From October 29-31st, customers are invited to bring their little trick-or-treaters in costume to Nick-N-Willy's to receive candy treats and a free large Halloween Pumpkin Pizza with the purchase of any large signature pizza.



Nick-N-Willy's Pumpkin Pizza - take n bake option shown here.

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 golden brown perfection. In addition to pizza, Nick-N-Willy's also serves calzones, sandwiches made on freshly baked foccacia bread, wings, salads and desserts.

About Nick-N-Willy Pizza®

Nick-N-Willy's is a fast-casual restaurant that specializes in award winning signature pizzas. Operating in 40 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.

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