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FOR IMMEDIATE RELEASE

NICK-N-WILLY'S PIZZA® TO HOST THE ULTIMATE PIZZA PARTY
SEPTEMBER 26 IN PLANO, TEXAS

Mayor of Plano to officially open freshly renovated restaurant at 9 am.

Celebration will include pizza samples, family entertainment, "Free Pizza For A Year" contest and donation to local non-profit from 1 – 6 pm

September 17, 2009 (Centennial, Colorado) -- [Nick-N-Willy's Pizza®](http://www.nick-n-willys.com) is planning the ultimate pizza party to mark the opening of its freshly renovated restaurant on Saturday, September 26 in Plano, Texas.

From 9:00-9:30 am the public is invited to meet Mayor Phil Dyer as he officially opens the restaurant with a ribbon cutting ceremony. The morning presentation will also include an announcement from Nick-N-Willy's President, Richard Weil about a donation to a local charity as part of the company's community giving program. Then from 1:00 – 6:00 pm Nick-N-Willy's will be hosting an afternoon of family fun with free pizza samples, live music, face painting, a pizza making contest, and a raffle to win free pizza for an entire year.

"Pizza is all about sharing, and at Nick-N-Willy's we want to share a 'piece of our pie' with everyone in all communities in which we operate," said Nick-N-Willy's President & COO, Richard Weil. "On Saturday, September 26, we hope to unite local residents for the ultimate pizza party and demonstrate our commitment to the community by making a much needed donation to a local charity."

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 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 Plano is located at 100-3949 Legacy Drive. Open daily, Sunday -Thursday 11 am – 10 pm, Friday-Saturday 11 am – midnight. Tel: (972) 491-3000.

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 15 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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