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“NICK-N-WILLY’S SUNDANCE FILM FESTIVAL FEAST” STARTS TODAY

Franchise company documents film festival adventure online Jan 21 – 31

January 21, 2010, Centennial, Colorado – Starting today, the team from Nick-N-Willy’s Pizza will be dishing out details online about their adventure as an Official Provider of the 2010 Sundance Film Festival in Park City, Utah. The 10 day social media campaign known as “Nick-N-Willy’s Sundance Film Festival Feast” will allow Nick-N-Willy’s fans to follow along as franchisees and corporate staff attend the Festival to deliver hundreds of meals to close to 3,000 festival volunteers. The adventure will be documented with a series of live posts on the Nick-N-Willy’s [Slice of Life](#) blog, [Twitter](#) page and [Facebook](#) fan page. Links to all sites can be found on the corporate website at www.nicknwillys.com.

“The Sundance Film Festival is by far the most high profile event Nick-N-Willy’s has ever supported and it’s a great opportunity for us to leverage our brand to a much broader audience, not only at the festival but also online,” said Richard Weil, President and COO of Nick-N-Willy’s Pizza®. “By creating buzz about our contribution to the Festival through our social media sites, we believe we’ll be able to attract more customers to our fast casual restaurants and secure exciting new franchise opportunities.”

The “Nick-N-Willy’s Sundance Film Festival Feast” social media campaign will be live from January 21 to 31st. Daily posts will include links to pictures and video with short interviews with the Sundance Film Festival staff, franchisees and managers at Nick-N-Willy’s in Park City and Salt Lake City. The social media campaign is one of the marketing benefits approved by the 2010 Sundance Film Festival as part of the Official Provider relationship. Additional benefits include recognition in Festival materials and signage in volunteer areas. Beyond the Festival, Nick-N-Willy’s has placed branded signage in its Park City and Salt Lake City stores, plus messaging on the corporate website at nicknwillys.com and in its eClub blasts to thousands of customers. Nick-N-Willy’s staff is also being granted access to numerous of festival screening and events, including the gala opening and awards ceremony.

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 products are baked in gas-fired brick ovens, 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. Nick-N-Willy’s is owned by the World Famous Pizza Company (TSX-V: WPC), a publicly traded company. 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.

About the Sundance Film Festival

The Sundance Film Festival is the premier showcase for U.S. and international independent film, held each January in and around Park City, Utah. Founded by Robert Redford in 1981, Sundance Institute is a not-for-profit organization that fosters the development of original storytelling in film and theatre. Presenting dramatic and documentary feature-length films from emerging and established artists, innovative short films, filmmaker forums and panels, live music performances from solo acts to film composer events, cutting-edge media installations, and engaging community and student programs, the Festival brings together original storytellers from around the world. Supported by the non-profit Sundance Institute, the Festival has introduced global audiences to some of the most ground-breaking films of the past two decades, The 2010 Sundance Film Festival will take place in Park City, Utah from January 21-31st with more than 50,000 people expected to attend. For more information, visit www.sundance.org/festival

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

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