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FOR IMMEDIATE RELEASE

**NICK-N-WILLY'S OFFERS "HEART"-Y DISCOUNTS FOR PIZZA
LOVERS THIS VALENTINE'S DAY**

February 4, 2010, Centennial, Colorado – It's love at first bite at Nick-N-Willy's this Valentine's Day. The pizza franchise company is bringing back its popular heart shaped pizzas for the fourth year in a row to celebrate the most romantic day of the year. This time, however, Nick-N-Willy's is pleased to offer the pizzas at the "heart"-y discounted price of just \$6.00 each, for a savings of over 50 per cent per pie. The large, one to two topping heart-shaped pizzas will be available from February 8th to the 14th at all 40 franchise locations throughout the country with a valid coupon, available in store or online at www.nicknwillys.com. The offer applies to all Nick-N-Willy's convenient dining options – dine-in, baked pick up, take-n-bake, and delivery.*

"Pizza can be very romantic. It's the perfect food to share with your family, friends or your sweetheart on the most romantic day of the year. Pair it with a glass of wine, dine by candlelight and fall in love with our pizza," said Richard Weil, President and COO of Nick-N-Willy's Franchise Company. "With our pizza's incredible flavor and our exceptional price this Valentine's Day, I'm sure it will be love at first bite!"

Nick-N-Willy's Pizza is a family friendly, fast-casual pizza franchise company that specializes in America's favourite food – pizza. All pizzas are made with the freshest and finest ingredients to ensure the highest standards for flavour and quality. 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. 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. The restaurant offers the ultimate in customer convenience with three 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.

Nick-N-Willy's offers a complete line of signature pizzas including the trade marked "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". In addition to pizza, Nick-N-Willy's also serves calzones, Napolitano slices, focaccia sandwiches, wings, salads and desserts.

**Sales taxes and delivery charges may apply. Not all locations offer delivery.*

Note: Picture and coupon attached.

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About Nick-N-Willy Pizza®

Nick-N-Willy's is a fast-casual restaurant that specializes in making the highest quality pizza, calzones, Napolitano slices, focaccia sandwiches, wings, salads and desserts. 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 company is committed to supporting events and organizations in the communities where it operates. Most recently, Nick-N-Willy's was named an "Official Provider" at the 2010 Sundance Film Festival in Park City, Utah. The Nick-N-Willy's Franchise Company is owned by World Famous Pizza Company, LTD (TSX-V: WPC), a publicly traded company. The corporate offices are located in Centennial, Colorado and Vancouver, Canada. For franchise information, call 1-866-985-8586.
www.nicknwillys.com

For product shots, interviews and more information, contact:

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