

world famous

PIZZA COMPANY LTD.

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Trading symbol: TSX-V: WPC

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World Famous Pizza Company Expands Franchise in the USA

West Vancouver, British Columbia – September 30, 2009 – World Famous Pizza Company Ltd. (the “Company”) through its franchise subsidiary, Nick-N-Willy’s Franchise Company, LLC (“NNW”), continues to expand its pizza franchise business by opening two more Nick-N-Willy’s Pizza® locations in the United States.

NNW held a festive public pizza party officiated by the Mayor of Santa Clarita on September 19, 2009 to mark the new ownership of its freshly renovated restaurant in Valencia, California. As part of this event, Mayor Frank Ferry officially opened the award winning pizza restaurant with a ribbon cutting ceremony. In addition, Nick-N-Willy’s Pizza® franchise owners presented donations to local charitable organizations as part of their community giving program.

On September 26, 2009, the public was invited out to an ultimate pizza party to mark the opening of NNW’s newly renovated restaurant in Plano, Texas. Mayor Phil Dyer officially opened the restaurant with a ribbon cutting ceremony which included an announcement from NNW’s President, Richard Weil, about a donation to a local charity as part of the company’s community giving program. Free pizza, live music, face painting, and pizza making contests took place, along with a raffle to win free pizza for an entire year.

Nick-N-Willy’s Pizza® franchise owners are adopting a community giving program developed by NNW to encourage our franchisees to give back to the community that supports their business. “We want to share ‘a piece of our pie’ with everyone in all communities in which we operate and demonstrate our commitment to the community by making much needed donations to local charities,” said Nick-N-Willy’s President and COO, Richard Weil.

About World Famous Pizza Company Ltd.:

The Company recently acquired Nick-N-Willy’s Franchise Company, LLC (“NNW”) in June 2009. NNW operates in the segment of the restaurant market referred to as “fast casual”, which is a hybrid of the fast-food and traditional sit-down family restaurant experiences. The franchise model developed for NNW focuses on offering a new, fresh alternative to the fast casual industry using pizza. NNW offers its consumers freshly prepared high quality gourmet pizzas in less than 10 minutes. Consumers have the option of enjoying NNW products fully baked for both onsite and offsite premises, or to take a freshly prepared product home to bake in their own home ovens at their convenience.

The NNW pizza concept started in Boulder, Colorado in 1988, remained as a local company offering freshly prepared gourmet pizzas for a number of years, and has increased to 40 restaurants operating in 14 states, including Arizona, California, Colorado, Iowa, Idaho, Illinois, Kansas, Minnesota, Oregon, South Dakota, Texas, Utah, Washington and Wisconsin.

For further information, contact Mr. Clive Shallow, investor communications, at 604-922-2030 or visit the Company's website at www.wfpizzaco.com

WORLD FAMOUS PIZZA COMPANY LTD.

“Chris Moradian”

Chris Moradian, President & Chief Executive Officer

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