

world famous

PIZZA COMPANY LTD.

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World Famous Pizza Company Rolls Out New Products For its Franchise Menu

West Vancouver, British Columbia – October 14, 2009 – World Famous Pizza Company Ltd. (the “Company” or “World Famous”) is pleased to announce that its franchise subsidiary, Nick-N-Willy’s Franchise Company, LLC (“NNW”), is introducing new products to complement its assortment of unique signature gourmet pizzas and freshly prepared to order salads. NNW now offers Focaccia sandwiches, Focaccia Sticks (with dipping sauces), Napolitano pizza slices and two new desserts to enhance its menu offerings.

Reminiscent to NNW’s gourmet signature pizzas, the Focaccia sandwiches are made with Nick-N-Willy’s own proprietary dough in a traditional authentic Italian focaccia bread and freshly baked in store in our gas fired stone ovens daily. The four new sandwich recipes are prepared to order in the Nick-N-Willy’s tradition of unique flavours, quality and freshness. Sandwiches are served cold or can be oven toasted to perfection to melt the cheeses and blend in the delicious flavours that Nick-N-Willy’s is famous for. Sandwich choices range from the Aegiano Fresca, (featuring marinated sun dried tomatoes, balsamic vinaigrette dressing, , crisp fresh baby spinach leaves, feta cheese and a hit of oregano served on freshly baked Focaccia bread) to our Chicken Club, inspired from one of our all time favourite pizza creations and made with our very own Zesty white garlic sauce, smoked chicken breast, applewood smoked bacon, sliced cheddar cheese and topped with sliced tomatoes and crisp lettuce.

Adding to the appetizer menu, Nick-N-Willy’s has launched its Focaccia Sticks made with Nick-N-Willy’s own proprietary dough and baked fresh daily. Focaccia Sticks are sold with a selection of dipping sauces, including Marinara, Ranch and Zesty Garlic.

Nick-N-Willy’s is also launching its new “Napolitano” sliced pizza featuring Nick-N-Willy’s World Famous recipes and ingredients, ready to go in minutes for the busy consumer. Napolitano pizza slices are made in the traditional Italian way in large pans, baked to perfection in our stone ovens, then cut into 6” square slices, featuring 2-4 toppings and our signature choices piled high with fresh ingredients. The new Napolitano pizza slices meet the consumer’s demand for a high quality flavour profile while addressing time starved busy lifestyles.

For the dessert menu, Nick-N-Willy’s will be offering two all natural imported Italian desserts created by “Solo Italia”. Chocolate Truffles with a soft chocolate mousse concealing a genuine pearl of fine Belgian chocolate and Tiramisu featuring soft sponge cake drenched in a light coffee-flavoured liqueur, a creamy white mascarpone mousse with a dash of Marsala wine, all sprinkled with cocoa.

Additionally, NNW is rolling out a catering menu to complement sales during the upcoming holiday season. This specialized menu will provide a wide selection of Nick-N-Willy’s freshly made products customized to accommodate larger groups.

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 oven 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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