

# **world famous**

PIZZA COMPANY LTD.

2489 Bellevue Avenue, West Vancouver, B.C. Canada V7V 1E1 Tel: 604-922-2030 Fax: 604-922-2037

**Trading symbol: TSX-V: WPC**  
**News Release No. 09-06**

## **World Famous Pizza Company Rolls Out Expansion Strategy**

**West Vancouver, British Columbia – October 21, 2009** – World Famous Pizza Company Ltd. (the “Company” or “World Famous”) is pleased to announce that its subsidiary, Nick-N-Willy’s Franchise Company LLC (“NWFC”) is implementing a strategic expansion plan designed to increase the store count of its award-winning pizza franchise, Nick-N-Willy’s Pizza®.

In the initial stages of NWFC’s expansion plan, it acquired eight locations to open corporately owned Nick-N-Willy’s Pizza restaurants. The new corporate store division, NNW Corporate Restaurants LLC (“NNWCR”) is a subsidiary of CFGI Holdings Inc., which is a subsidiary of World Famous. Negotiations are also underway to acquire an additional three locations.

Six of the eight corporately owned locations are now open for business and are located in Kansas City, Kansas, Salt Lake City, Utah, Plano, Texas, Chanhassen, Minnesota, Vancouver, Washington and Denver, Colorado. A letter of intent and plans for remodelling are completed on the seventh and eighth locations located in Boise, Idaho and Glendale, Wisconsin, which are expected to open for business within the next 60 days. NWFC expects to have between 8-10 restaurants in operation corporately by the end of 2009.

To operate its corporate restaurants, the Company plans to hire experienced restaurant managers. To date, NNWCR has hired four managers who are active in the day-to-day operations of the stores and is pleased to announce the appointment of the following Operations Managers:

### **David Willis, Corporate Store Operations Manager – Plano, Texas**

David brings to the Nick-N-Willy’s team over 15 years of experience in the restaurant industry, including nine years of experience as restaurant training manager for Pizza Hut. Prior to joining, David was the general manger for the Original Pancake House and was the area manager for Mr. Jim’s Pizza franchise where he was responsible for the daily operations of eight stores in Texas.

### **Travis Yates, Corporate Store Operations Manager – Chan Hansen, Minnesota**

Travis brings to the Nick-N-Willy’s team great energy and enthusiasm resulting from years of experience working in management at Pizza Hut and Wendy’s Restaurants. His disciplined work ethics, resulting from years of working for multinational chains, forms a strong foundation for Travis’s dedication to excellence. Travis understands the need for superior customer service experiences.

### **Thomas Barker, Corporate Store Operations Manager – Vancouver, Washington**

Thomas’ career in the restaurant and hospitality business began with Olive Garden and was followed by years of management in the restaurant and bar industry in Oregon. He brings strong management skills and experience in the food and restaurant industry. Thomas has extensive leadership skills in all aspects of the business from training to promotions and operations.

**Justin Casteel, Corporate Store Operations Manager – Salt Lake City, Utah**

Justin’s career with Nick-N-Willy’s started over 3 years ago in Colorado. He has held various lead positions with a number of NWFC’s franchised stores, earning his way to management of the Holladay, Utah store in the past year. Justin has extensive experience in all facets of Nick-N-Willy’s restaurant operations.

All of the Operations Managers are under employment contracts with base salary and bonus incentive programs based on their management performance of their stores. The bonuses are tied to strict control of all variable costs and overall store performance and profitability.

**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’s concept offers its recipes baked, as well as take-n-bake alternatives. 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 41 restaurants operating in 14 states, including Arizona, California, Colorado, Iowa, Idaho, Illinois, Kansas, Minnesota, Oregon, South Dakota, Texas, Utah, Washington and Wisconsin.

NNW Corporate Restaurants LLC was created in July 2009 and forms an important part of the expansion plan for its Nick-N-Willy’s Pizza® restaurants. The new corporate store division is a subsidiary of CFGI Holdings Inc., which is owned by World Famous.

For further information, contact Mr. Clive Shallow, investor communications, at 604-922-2030 or visit the Company’s website at [www.wfpizzaco.com](http://www.wfpizzaco.com) (website currently under construction).

**WORLD FAMOUS PIZZA COMPANY LTD.**

“Chris Moradian”

---

**Chris Moradian, President & Chief Executive Officer**

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release. This news release includes certain statements that may be deemed to be “forward-looking statements”. All statements, other than statements of historical facts, that address future events or developments that the Company expects, are forward looking statements and, as such, are subject to risks, uncertainties and other factors of which are beyond the reasonable control of the Company. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include such matters as changing consumption trends of consumers, competition, production and distribution arrangements, laws and regulations that may affect the way the Company’s products are manufactured, distributed and sold, continued availability of capital and financing, and general economic, market or business conditions. Any forward-looking statements are expressly qualified in their entirety by this cautionary statement. The information contained herein is stated as of the current date and subject to change after that date.*