



villa enterprises management

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VILLA ENTERPRISES CONTINUES GROWTH IN THE COLLEGE MARKETPLACE

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Villa Enterprises opens new locations on two college campuses

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, is pleased to announce the opening of two new locations of their flagship concept, Villa Pizza, at two of the nation’s major universities. A location at Arizona State University in Tempe has just opened on January 31, 2006. The ASU location is a Villa Pizza store that offers both the traditional quick service component along with full sit-down service and pick-up/delivery options. This follows a new opening at Michigan State University in East Lansing on July 18 of last year.

“Adding both Michigan State and Arizona State to our roster of college locations further solidifies the strength of the Villa brand with college students and faculty,” says Adam Torine, Vice President of Business Development for Villa Enterprises. Future plans include continuing growth into more of the finest colleges and universities in the country.

In the past five years, Villa Enterprises and its affiliates have more than doubled in size. Villa Enterprises and its affiliates now have a total of 300 stores in 38 states and 6 countries with approximately 60 percent of the locations being corporately managed. In addition to Villa and Cozzoli’s Pizza, Villa Enterprises and its affiliates operate Casa Java and the Everything Yogurt Brands, which include Green Leaf’s, Bananas and South Philly Steaks & Fries.



Villa’s new location at Arizona State University offers both a quick service counter and a dining room for sit-down service.

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