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PRESS RELEASE

For Immediate Release

VILLA ENTERPRISES MANAGEMENT OPENS ANOTHER VILLA PIZZA STORE IN ITALY

New Store is Company's Tenth Location in Italy

MORRISTOWN, NJ (April 26, 2010) – Villa Enterprises Management Ltd., Inc. and its affiliates (Villa Enterprises), one of the nation's fastest growing multi-concept restaurant franchisors, today announced the opening of a new Villa Pizza store in Catania, Italy.

Villa Enterprises continues its aggressive expansion efforts of its QSR portfolio internationally in 2010. On March 25th Villa Enterprises welcomed its tenth location in Italy at the Galleria Auchan Catania, in Bicocca. This addition to the Company brings Villa to 25 international locations represented in five countries; Mexico, UK, Czech Republic, Kuwait and Italy.

"We are very excited about the new addition to the Villa family in Italy," says Tony Scotti, district manager of International Franchise Operations for Villa Enterprises Management. "We have a positive outlook for Alessandro Pascarella's (franchisee) continued success on his second Villa Pizza location, and wish him the best of luck!"

About Villa Enterprises Management

Villa Enterprises Management is one of the nation's fastest growing multi-concept restaurant franchisors. Headquartered in Morristown, New Jersey, Villa Enterprises was founded by Naples, Italy native Michele Scotto in 1964 as a tiny pizzeria next to the Ed Sullivan Theater in New York City. Today Villa Enterprises is an international organization with over 300 QSR locations in 38 states and 6 countries. In addition to its flagship brand, Villa Pizza, Villa Enterprises operates four additional QSR brands; Villa Fresh Italian Kitchen, Green Leaf's, Banana's and South Philly Steak & Fries. These brands can be found in malls, airports, casinos, college campuses, and outlet centers across the US and internationally. Villa Enterprises also owns and operates several upscale full-service restaurants in the New York City Metro area.

www.villaenterprises.com

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