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PRESS RELEASE

For Immediate Release

VILLA ENTERPRISES MANAGEMENT ENTERS PUERTO RICO

*Global Restaurant Franchisor Continues Aggressive International Expansion Effort;
Opens First Villa Fresh Italian Kitchen Stores at Plaza Carolina Mall*

MORRISTOWN, NJ (June 29, 2010) – Villa Enterprises Management Ltd., Inc. and its affiliates (“Villa Enterprises”), the global multi-concept restaurant franchisor, today announced the opening of its first quick service restaurant locations in Puerto Rico. The Company will open two new Villa Fresh Italian Kitchen stores in Carolina, Puerto Rico at the Plaza Carolina Mall during the week of June 14, 2010

Plaza Carolina Mall is Puerto Rico’s second largest shopping center. It features over 200 retail stores and is located four miles from San Juan International Airport. One of the two Villa Fresh Italian Kitchen stores offers pizza, strombolis and calzones, while the other offers a wide array of pasta dishes, paninis and the Company’s signature “pick and mix” salad bar—all made fresh daily.

“We are very excited about our new venture in Puerto Rico and the opportunities it opens up for Villa Enterprises throughout the Caribbean,” said **Anthony Scotto**, CEO of Villa Enterprises Management. “We already have a number of additional store locations in development for Puerto Rico and plan to bring our Greenleaf’s & Bananas concepts to the island by January 2011.”

The new stores in Puerto Rico bring the total of international locations for Villa Enterprises to 27, with ten of those locations represented in Mexico and Puerto Rico. The Company plans to continue its aggressive international expansion efforts for 2010, targeting Mexico and Puerto Rico in particular.

ABOUT VILLA ENTERPRISES MANAGEMENT

Headquartered in Morristown, NJ, Villa Enterprises Management Ltd., Inc. and its affiliates (“Villa Enterprises”) is a global multi-concept restaurant franchisor with 322 quick service restaurant (QSR) locations across 38 U.S. states and 6 countries. Founded in 1964 by Naples, Italy native Michele Scotto as a small pizzeria next to the Ed Sullivan Theater in New York City, the Company today is an international organization that owns five unique QSR brands: Villa Fresh Italian Kitchen (formerly Villa Pizza), Green Leaf’s, Bananas, Casa Java and South Philly Steak & Fries. These brands can found in malls, airports, casinos, college campuses, and outlet centers across the US and internationally.

Additionally, Villa Enterprises Management also owns and operates several upscale full-service restaurants in the New York City Metro area. For more information, please visit www.villaenterprises.com.

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