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PRESS RELEASE

For Immediate Release

VILLA ENTERPRISES ENTERS NORTHEASTERN CARIBBEAN REGION

Villa's First Quick Service Restaurant Franchise Location in Puerto Rico Planned to Open in 2009

MORRISTOWN, NJ (May 15, 2009) - Villa Enterprises Management, one of the nation's fastest growing multi-concept restaurant franchisors, today announced the development of its first franchise location in Puerto Rico.

Villa Enterprises has entered into a multi-unit development deal with Villa at Road Runner Corp., an owner-operator franchisee, and plans to open the first Villa Fresh Italian Kitchen franchise in Puerto Rico in 2009. Villa at Road Runner Corp. is a family-owned company that currently operates a Green Leaf's/Banana's and Villa Fresh Italian Kitchen in the United States and has been working with Villa Enterprises for more than 15 years.

"We look at Puerto Rico as natural area of expansion for our Villa Fresh Italian Kitchen concept as many people from the region are already familiar with the brand from traveling to the states," said Adam Torine, vice president of business development for Villa Enterprises. "We are confident that the Villa Fresh Italian concept will do extremely well in Puerto Rico because our franchisees are familiar with that market and the population's needs, not to mention the fact that Italian food is very popular in the Puerto Rico territory," Torine concluded.

Villa Enterprises plans to continue expansion of the Villa Fresh Italian Kitchen brand in Puerto Rico.

About Villa Enterprises

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.

Villa Enterprises today is an international organization with over 300 quick service restaurant (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 metropolitan area.

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