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PRESS RELEASE

For Immediate Release

VILLA ENTERPRISES MANAGEMENT OPENS EIGHTH LOCATION IN MEXICO

The newest international Villa Fresh Italian Kitchen store is located at Plaza Real Mall in Saltillo.

MORRISTOWN, NJ (June 23, 2010) – Villa Enterprises Management Ltd., Inc. (and its affiliates, Villa Enterprises), the global multi-concept restaurant franchisor, today announced the opening of its newest international Villa Fresh Italian Kitchen store in Saltillo, Mexico at Plaza Real Mall—one of the largest retail malls in the city.

The Villa Fresh Italian Kitchen store, located within the food court at Plaza Real, is the eighth quick service restaurant location in Mexico for Villa Enterprises. The Company has several additional development opportunities in place for Mexico this year, including opening its first location at the brand new Monterrey Airport this September.

“The Villa Fresh Italian Kitchen brand has been very well received in Mexico thus far,” said Biagio Scotto, President of Villa Enterprises Management. “Based on our previous successes in this region, we are extremely confident the Plaza Real store will perform above expectation.”

Together with this new store, Villa Enterprises Management now has 27 international locations and operates in six countries including Italy, United Kingdom, Czech Republic and Kuwait.

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About Villa Enterprises Management

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, Villa Enterprises 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 be 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.