



villa enterprises management

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PRESS RELEASE

For Immediate Release

VILLA'S AMAZING RACE

VILLA ENTERPRISES OPENS THREE NEW VILLA FRESH ITALIAN KITCHEN LOCATIONS ON FLORIDA TURNPIKE IN RECORD TIME—PART OF A \$200M RENOVATION PROJECT

(MORRISTOWN, NJ) June 29, 2009 – Villa Enterprises Management, one of the nation's fastest growing multi-concept quick service restaurant franchisors, today announced it has opened three new Villa Fresh Italian Kitchen franchises on the Florida Turnpike with its newest multi-unit operator, international food service company Áreas. A fourth Villa Fresh Italian Kitchen location on the Florida Turnpike is expected to open next month.

Transitioning an existing retail operation into a new Villa franchise location is nothing new for the Villa Enterprises team. However, in this case, the new proprietors had just seven hours to complete a significant 'trade dress' of three former Sbarro units and transform them all into Villa Fresh Italian Kitchen franchises in time for re-opening the very next day. This required the management and staff of Villa Enterprises, and their partners, to rise to a level of speed, coordination, teamwork and dedication normally reserved for auto-racing pit crews.

"We couldn't have been more pleased when the arrangements were reached with Áreas, a leading international franchisee, and now Villa's newest multi-unit operator," said Nick Valavanis, vice president, franchise operations. "But it meant that our team had less than 9-weeks of intense planning to make this do-or-die transition happen—to get open three new stores literally overnight. We could not take the stores over until 12:01 am on Wednesday, June 3rd and had to be re-opened by 7:00 am the same day for business."

Villa utilized its team in Florida (along with local units) to prepare product in advance for distribution across the 3 newest Villa Fresh Italian Kitchen locations. Beginning at midnight on June 3, construction teams started their work on the 'trade dress' while the operations team unloaded all the essentials; equipment, food, smallwares, etc., organized the facilities, set up the lines and prepared products for serving the next day.

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“This was a very exciting experience, to say the least. It took an almost superhuman company-wide effort to pull off and I couldn’t be more proud to work with people who make something like this happen,” Valavanis stated.

The three new Villa Fresh Italian Kitchens are located along the Florida Turnpike at the Turkey Lake Travel Plaza (mile marker 263, near Orlando), the Ft. Pierce Travel Plaza (mile marker 144, near Port St. Lucie), and the Pompano Travel Plaza (mile marker 65, near Pompano Beach). The fourth location will be opening up in 30 days in the Fort Drum Travel Plaza, about 45 miles north of Port St Lucie.

“The Florida Turnpike project is a great win for Villa Enterprises and provides us with excellent exposure on one of the busiest turnpikes in the nation. Plus, it gives us the opportunity to be part of a \$200 million renovation project, coming in the next 12 to 18 months that will be showcased throughout the country,” Valavanis concluded

About Áreas USA

Áreas USA is part of Áreas S.A., which has been a leader in Spain and Latin America’s hospitality and retail markets, in airports and railway stations and alongside highways, and since 1968. Áreas operates more than 1200 establishments worldwide. Áreas USA manages a growing number of locations in the US, including at Miami International Airport, Orlando International Airport, Indianapolis International Airport, Detroit Metro Airport, San Jose’s Norman Y. Mineta International Airport, Hartsfield-Jackson Atlanta International Airport, Indianapolis International Airport and Boston Logan International Airport among others. Áreas USA is proud to deliver its superior customer service to each and every traveler. More information can be found at www.areasusa.com

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.

Today Villa Enterprises 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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