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## **PRESS RELEASE**

For Immediate Release

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# **VILLA ENTERPRISES MANAGEMENT OPENS 15<sup>th</sup> LOCATION IN CALIFORNIA**

*Newest Villa Fresh Italian Kitchen store located at Las Americas Premium Outlets*

**Morristown, NJ (August 10, 2010)** - Villa Enterprises Management (and its affiliates, “Villa Enterprises”), the global multi-concept restaurant franchisor, today announced the opening of its 15<sup>th</sup> quick service restaurant (QSR) location in California at Las Americas Premium Outlets in San Diego.

The newest Villa Fresh Italian Kitchen store, the first location for Villa Enterprises in San Diego, is located in the food court area of Las Americas Premium Outlets. Conveniently located 20 minutes south of the thriving downtown San Diego business district, Las Americas Premium Outlets offers visitors a selection of more than 125 brand name stores for clothing, handbags, shoes, and more.

“We are pleased to introduce the first Villa Fresh Italian Kitchen in San Diego, California,” said Stewart Ollikkala, district manager of the West Coast Region for Villa Enterprises Management. “Consumers today are searching for great values in the fast casual dining space without sacrificing quality, and they can find that at Villa Fresh Italian Kitchen.”

Villa Enterprises plans to continue expanding its QSR portfolio within the retail outlet segment for 2010, as these high traffic locations have proven a successful growth driver despite the current economic climate. The Company expects its new location at Las Americas Premium Outlets will benefit from the popularity of the Villa Fresh Italian Kitchen brand in nearby Mexico.

### **About Villa Enterprises**

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 seven unique QSR brands: Villa Fresh Italian Kitchen (formerly Villa Pizza), Green Leaf’s, Bananas, Mo’ Burger, Far East, Casa Java and South Philly Steaks & 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](http://www.villaenterprises.com).

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