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## **PRESS RELEASE**

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For Immediate Release

### **VILLA ENTERPRISES MANAGEMENT WINS BID FOR FOUR NEW FRANCHISE STORES AT THE PRUDENTIAL CENTER IN NEWARK NEW JERSEY**

**MORRISTOWN, NJ, October 15, 2009** – Villa Enterprises Management, one of the nation’s fastest growing multi-concept restaurant franchisors, today announced it won a bid to open four new restaurants at the Prudential Center in Newark, NJ. The stores were built out over the course of 3 days and opened on October 3, 2009. Villa also reports that its sales for these locations during the NJ Devil’s opening game were approximately 30% higher when compared to the previous tenant that occupied the same space.

“This is a proud day for Villa Enterprises,” said Anthony Scotto, CEO, Villa Enterprises Management. “The Prudential Center is one of the finest facilities of its kind in the country and we’re excited to be a part of it. We couldn’t ask for better exposure for our Villa Fresh Italian Kitchen brand.”

All Villa’s restaurants within the world class Prudential Center will be operated as the Company’s quick-service Italian restaurant concept, Villa Fresh Italian Kitchen. The four restaurants, totaling 2500 square feet of real estate, are located on the main and upper concourses. These permanent locations will offer pizza to fans at virtually every Arena event. In addition, distribution will occur on two suite levels, in the Arena Restaurant, and in the two Club Lounges, during many events. Centerplate, Prudential Center’s official Concessionaire, serves as franchisee and is operating each location as part of an exclusive multi-year sponsorship arrangement.

“Prudential Center is delighted to make Villa Enterprises and the Villa Fresh Italian Kitchen a part of the Prudential Center experience,” said Jeff Vanderbeek, Chairman & Managing Partner of Devils Arena Entertainment. “We are excited to offer our patrons top quality Italian cuisine while they enjoy games, shows and concerts in our arena.”

We are delighted to partner with Villa Enterprises and continue creating exceptional experiences for the Prudential Center’s guests,” said George Wooten, executive vice president of operations for Centerplate. “Through their passion for delivering thoughtful hospitality solutions, Villa Enterprises has demonstrated their commitment to our mutual success.”

As is often the case, an incredibly quick turnaround-time challenged Villa’s construction team to outfit the locations in the space just 3 days before Devil’s season opener. “We as a company feel a great sense of pride in what we were able to accomplish [at the Prudential Center],” said Jim Howard, Villa Enterprises Management Director of Construction.” One might think that developing multiple food service sites in the same location would be easy, but the new Villa stores are located on opposite sides of the arena, on both the main and upper concourses, making for many long walks back and forth, upstairs and down, to keep everything going.

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Villa Fresh Italian Kitchen is built upon a strict loyalty to authentic old-world recipes that founder Michele Scotto brought with him from Naples, Italy. From his first pizzeria, opened in 1964 next to the Ed Sullivan Theater on Broadway, to well over 200 locations domestically and internationally, his commitment to using the highest-quality ingredients and freshest food products remains the hallmark of the brand. Villa Fresh Italian Kitchen continues to satisfy guests by providing exactly what they want; pizza, homemade pasta, authentic Italian entrées, salads and specialty items — all made fresh daily.

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***Editorial Note:** High resolution images are available of Villa's new store locations at Prudential Center and its build out process.*

#### **About Prudential Center**

With a seating capacity of over 18,000, the Prudential Center is the first major league sports venue built in the New York/New Jersey metropolitan area in over 25 years, making it the premier facility in the region and the preferred choice of the region's sports and entertainment fans. To date, over 3 million people have attended various events at Prudential Center since its opening in 2007. Prudential Center is the home of the National Hockey League's New Jersey Devils, as well as the NCAA's Seton Hall Pirates men's basketball team.

#### **About Centerplate**

Centerplate crafts and delivers "Craveable Experiences. Raveable Results." in more than 140 prominent sports, entertainment and convention venues across North America. Centerplate has provided services to 11 Super Bowls, 19 World Series, key events for the Democratic and Republican National Conventions, 15 official U.S. Presidential Inaugural Balls, over 100 major College Bowl Games and the largest plated dinner in history at the Alpha Kappa Alpha Centennial Celebration. Visit the company online at [www.centerplate.com](http://www.centerplate.com).

#### **About Villa Enterprises**

Villa Enterprises is one of the nation's fastest growing multi-concept quick service restaurant franchisors with over 300 locations in 38 states and 6 countries. Founded in 1964 by Naples, Italy native Michele Scotto as a tiny pizzeria next to the Ed Sullivan Theater in Manhattan, Villa Enterprises today is an international organization that offers four unique fast casual franchise concepts. Additionally, Villa Enterprises owns and operates several upscale full service restaurants in the New York City metropolitan area.

Villa Enterprises is a multi-faceted food service organization with a history steeped in the operations and development of quick service, full service, and quick casual restaurant concepts. Its quick service restaurant brands, Villa Fresh Italian Kitchen, Green Leaf's, Banana's and South Philly Steak & Fries, are located in a multitude of high traffic locations including malls, airports, outlets, casinos and college campuses, with its flagship store located in New York's Times Square. For more information, visit [www.villapizza.com](http://www.villapizza.com).