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PRESS RELEASE

For Immediate Release

VILLA ENTERPRISES HOLDS INTERNATIONAL FRANCHISEE CONVENTION IN LAS VEGAS

Fourth Annual Convention Focused on Succeeding in Challenging Economy

MORRISTOWN, NJ (February, 24, 2009) - Villa Enterprises Management Ltd., Inc. and its affiliates (Villa Enterprises), one of the nation's fastest growing multi-concept restaurant franchisors, recently wrapped up its fourth annual franchisee convention, hosted at the Aliante Station Casino & Hotel in Las Vegas, Nevada from February 9th – 11th. This year's event marked the first convention where international franchisees were in attendance, with franchisees representing Kuwait, Mexico, Italy and the United States.

"Our franchisee convention is a major event for Villa Enterprises," said Anthony Scotto, CEO of Villa Enterprises. "As an organization that remembers its roots as a small business and reveres traditional family values, our franchisees form the backbone of our quick service family and have our complete support. The success and prosperity of the franchisees are integral to that of Villa Enterprises -- past, present and future."

This year's convention was squarely focused on educating franchisees on business issues vital to their ongoing operations. Event programming keyed off the message of "soaring to success, a focus on the fundamentals." The overall theme was that, by focusing on the basics of their businesses, success is within reach even in today's difficult economic environment. Attendees participated in panel discussions with fellow franchisees and corporate leaders which specifically addressed key topics like management training and techniques, budgeting, branding, employee recognition and more.

Presentations included:

- Keeping Your Financial Health Strong
- Operational Excellence
- P & L Management & Improvements
- Sales Building: Marketing Beyond the Counter

- An Opportunistic Time for Business Expansion

-More-

On the lighter side, in true Vegas fashion, the convention's welcome reception featured entertainment including a magician and a celebrity keynote speaker who performed both juggling and comedy. Other activities included an awards ceremony where the following honors were bestowed.

- **THE MICHELE SCOTTO FRANCHISEE OF THE YEAR AWARD**

Dean Hachem, Andrea Hachem and Samir Mashni of Midfield Concession Enterprises, Inc.

Villa Fresh Italian Kitchen, Green Leaf's and Bananas

- **BUILDING FOR THE FUTURE AWARD**

Jorge Arenal, Rodrigo Montemayor, Nuevo Leon, Mexico – Villa Fresh Italian Kitchen

Victor Scotto, Granite Run Mall, PA – South Philly Steaks & Fries

- **ENTREPRENEURIAL SPIRIT AWARD**

Jorge Pulex, Kentucky Oaks Mall – Villa Pizza

Henry Borowy, Jersey Shores Premium Outlets – Green Leaf's, Bananas & South Philly Steaks & Fries

Alessandro Pascarella, Italy – Villa Pizza

- **RISING STAR AWARD**

Ketan Patel, Michigan State University – Villa Pizza

Jamie Rodriguez, Wilfred Gonzalez, Sawgrass Mills, FL - , Green Leaf's and Bananas

Excellence deserves recognition, but this occasion was less about the strength and skill of any individual, rather the strength and skill of the whole team of individuals working together toward a shared goal with shared values.

The management of Villa Enterprises wants to offer its congratulations to the award winners and its sincere gratitude to all of the franchisees and presenters who made the convention such a great event, and to all the employees, partners and associates who make the Villa name stronger day by day through their conscientious efforts.

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.



Award Winners



Vendor Show



Panel Groups

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