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## **PRESS RELEASE**

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For Immediate Release

### **VILLA ENTERPRISES MANAGEMENT OPENS VILLA FRESH ITALIAN KITCHEN STORE AT RIDGMAR MALL IN FORT WORTH, TEXAS**

*Newest Store Becomes Villa's 24<sup>TH</sup> QSR Location Within Texas*

**MORRISTOWN, NJ (August 19, 2010)** - Villa Enterprises Management Ltd., Inc. (and its affiliates, "Villa Enterprises"), the global multi-concept restaurant franchisor, today announced the opening of a Villa Fresh Italian Kitchen store at Ridgmar Mall in Fort Worth, Texas. This new addition is the Company's twenty-fourth QSR location in the state of Texas and second location within Fort Worth.

Villa Enterprises continues to expand its QSR portfolio within Texas. The Texas region has continued to be a worthwhile endeavor over the years for the Villa Enterprises portfolio. Ridgmar Mall is conveniently located right off of I-30 and centrally located in Fort Worth. Ridgmar Mall offers over 100 retail stores including six department stores. Villa Fresh Italian Kitchen is located in the food court of the mall.

"The Villa family is thrilled to be adding its twenty-fourth location in the state of Texas. Texans have taken very well to our brand, Villa Fresh Italian Kitchen," says Jake Chippas, Director of Franchise Operations for Villa Enterprises Management. "This is an exciting opportunity for the brand, and our franchisees."

Texas has been a top state for Villa Enterprises Management. The Company has been doing business in the state of Texas for over twenty-five years. Currently The Villa Fresh Italian Kitchen concept is very strong in Austin, Houston, San Antonio, and is continually expanding and focusing on Dallas and the Fort Worth Area.

#### **About Villa Enterprises 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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