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## PRESS RELEASE

For Immediate Release

### NEW BUFFALO CHICKEN CHEESE STEAK PROMOTION INTRODUCED AT SOUTH PHILLY STEAKS & FRIES



**MORRISTOWN, NJ (September 14, 2009)** - Villa Enterprises Management, one of the nation's fastest growing multi-concept restaurant franchisors, announced that beginning September 1, 2009, its South Philly Steaks & Fries (SPS&F) locations will offer a new Buffalo Chicken Cheese Steak Promotion for a limited time.

This mouth-watering sandwich is filled with delicious chicken steak mixed with "Franks" hot sauce, covered with American cheese and topped with blue cheese dressing. The Buffalo Chicken Cheese Steak promotion is available at all SPS&F locations through the end of this year. Please visit [www.villaenterprises.com](http://www.villaenterprises.com) for a complete list of store locations.

#### 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.

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