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PRESS RELEASE

For Immediate Release

VILLA ENTERPRISES EXPANDS ITS OPERATIONS IN OHIO

New Villa Fresh Italian Kitchen Location Opens at Cincinnati Premium Outlets in Monroe, OH

MORRISTOWN, NJ --September 3, 2009 -- Villa Enterprises Management, one of the nation's fastest growing multi-concept restaurant franchisors, announced today the opening of its newest Villa Fresh Italian Kitchen location at the Cincinnati Premium Outlets in Monroe, OH.

Villa Enterprises continues its aggressive expansion efforts at outlet centers across America, with this newest location marking the company's ninth location in Ohio. Cincinnati Premium Outlets is located on interstate 75 between Dayton and Cincinnati and offers some of the finest retail brands in the world—all within a unique outdoor setting.

"Cincinnati Premium Outlets is located in a burgeoning suburb of Ohio and since opening, the Villa Fresh Italian Kitchen location has been very well received," said district manager Anthony Sharp. "We have a positive outlook for the restaurant's performance."

Despite the current economic climate, outlet centers have proven a successful growth driver for Villa's portfolio of franchise concepts. Consumers searching for quality at a great value and can find that at the outlet centers and at Villa restaurants.

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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