



villa enterprises management

PRESS RELEASE

For Immediate Release

VILLA ENTERPRISES MANAGEMENT OPENS NEW STORE AT NEWARK LIBERTY INTERNATIONAL AIRPORT

*New Villa Fresh Italian Kitchen Store is the Company's Fourth Location and Sixth
Restaurant Concept at Airport*

Morristown, NJ (April 16, 2010) – Villa Enterprises Management, one of the nation's fastest growing multi-concept restaurant franchisors, today announced the opening of its first location at Newark Liberty International Airport's Terminal A. The newest Villa Fresh Italian Kitchen store is a multi-concept unit that also offers the Company's Casa Java brand. This is the fourth location and sixth quick service restaurant concept offered at Newark Liberty International Airport; three other stores are located within Terminal C.

The Company now has a total of 30 domestic and international locations at 19 high-traffic airport destinations. Terminal A at Newark Liberty International Airport is comprised of 27 gates in total, the most within the Newark airport system, and serves over 8 million passengers each year. Major airlines such as Continental, American, US Airways, United and Jet Blue all utilize Terminal A. "Villa Enterprises plans to continue the aggressive expansion of its QSR portfolio within the airport segment for 2010," said Adam Torine, vice president of business development for Villa Enterprises Management.

"We're thrilled to introduce the Villa Fresh Italian Kitchen brand to the more than 8 million yearly passengers that travel through Terminal A at Newark Liberty International Airport," says Haji Dukuray, district manager of the DC/MD-North Region for Villa Enterprises Management. "We have an extremely positive outlook for the restaurant's success."

About Villa Enterprises Management

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. Today Villa Enterprises is an international organization with 322 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. The Company also owns and operates several upscale full-service restaurants in the New York Metro area. For additional information please visit www.villaenterprises.com.

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