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## **PRESS RELEASE**

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For Immediate Release

### **VILLA ENTERPRISES CONTINUES EXPANSION IN THE NORTH CAROLINA REGION**

New Villa Fresh Italian Kitchen Opens at Northgate Mall in Durham, NC

**MORRISTOWN, NJ - September 15, 2009** - Villa Enterprises Management, one of the nation's fastest growing multi-concept restaurant franchisors, today announced the opening of its newest Villa Fresh Italian Kitchen location at Northgate Mall in Durham, North Carolina. This marks the company's fifth location in the state.

Northgate Mall is conveniently located on Interstate 85 and only minutes from Duke University and Medical Center. Northgate Mall has had a presence in Durham for nearly 50 years and is home to the Durham Public School Performance Learning Center for special needs children.

"We are very excited about the new Villa Fresh Italian Kitchen at Northgate Mall," said district manager Giuseppe Lafuenti. "As a part of this community, we have an opportunity to really get involved and make a difference."

With the addition of Northgate Mall, there are now five Villa Fresh Italian Kitchen locations in North Carolina, including Streets at Southpoint in Durham and Triangle Town Center in Raleigh.

#### **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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