



villa enterprises management

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VILLA ENTERPRISES OPENS 14 NEW STORES IN NOVEMBER

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VILLA'S RECORD BREAKING MONTH SETS THE BAR HIGH FOR 2009

MORRISTOWN, NJ – Villa Enterprises Management Ltd, Inc. and its affiliates (Villa Enterprises), one of the nations fastest growing multi-concept franchisors, opened 14 new restaurants in November 2008. Villa breaks its corporate record for store openings in a single month as it marks another year of continued growth.

Villa Enterprises bolstered its domestic holdings by acquiring six Lucianos Pizzerias. The locations include:

- *Oakwood Center - Gretna, Louisiana
- *Riverwalk Marketplace - New Orleans, Louisiana
- *Perimeter Mall - Atlanta, Georgia
- *Fashion Island Shopping Center - Newport Beach, California
- *Irvine Spectrum Center - Irvine, California
- *Bellevue Square - Bellevue, Washington

Villa Enterprises also built a new Lucianos Pizzeria in the Silverton Hotel and Casino Las Vegas, Nevada.

“This acquisition is in line with our portfolio, and the stores are located in markets we currently have a presence,” says Anthony Scotto, CEO of Villa Enterprises “We now have a stronger penetration in some key markets by virtue of adding locations in tourist areas like Riverwalk Marketplace in New Orleans and marquee locations like Fashion Island in Newport Beach California. All the Lucianos Pizzeria locations will be re-branded to Villa Fresh Italian Kitchen by early 2009.”

The Indianapolis International airport is the site of a new Green Leaf's and Bananas as Villa continues to grow its airport business. New Villa Fresh Italian Kitchens were opened in the Aliante Station Casino and Hotel in Las Vegas and the Roseville Galleria Mall in Roseville California. Villa also continued its multi-concept approach by opening 3 locations within the new Jersey Shore Premium Outlets in Tinton Falls, New Jersey, those locations included:

- *Villa Fresh Italian Kitchen
- *Green Leaf's & Bananas
- *South Philly Steaks & Fries

- more -

Villa Enterprises topped the month off by continuing its Middle Eastern expansion with a new Villa Fresh Italian Kitchen at the Kuwait Club in Kefan, Kuwait. “Despite the tough economic times we have had a great month driven by great execution. We are very impressed with the initial sales results and I am very proud of the entire Villa team.” added Anthony Scotto.

About Villa Enterprises

Villa Enterprises Management, headquartered in Morristown, New Jersey, 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 has grown into an international organization comprised of over 300 locations in 37 US states and 5 foreign countries.

In addition to Villa Pizza – their flagship brand concept – Villa Enterprises operates four additional brands including Villa Fresh Italian Kitchen, Green Leaf’s, Banana’s and South Philly Steaks & Fries. Villa Enterprises brands are located in a multitude of locations including malls, airports, casinos, college campuses and outlet centers, with its flagship Villa Pizza located in New York City’s Times Square.

Additionally, Villa Enterprises has diversified its portfolio with the acquisition of several upscale full-service restaurants in the New York City metropolitan area, featuring diverse offerings such as Italian and American Cuisine as well as Steakhouses.

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