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PRESS RELEASE

For Immediate Release

NEW VILLA FRESH ITALIAN KITCHEN OPENS IN CARLSBAD CALIFORNIA

Carlsbad Premium Outlets Home To The Newest Villa Location

MORRISTOWN, NJ, (April, 15th, 2009) – Villa Enterprises Management Ltd., Inc. and its affiliates (Villa Enterprises), one of the nation’s fastest growing multi-concept restaurant franchisors, has opened a new Villa Fresh Italian Kitchen located within the Carlsbad Premium Outlets in California.

Villa Enterprises has continued its rapid expansion within outlet centers with its newest location in southern California. Eun Lee is the operator of this new Villa Fresh Italian Kitchen and brings over 20 years of restaurant operations experience. The Carlsbad Premium Outlets are located 30 minutes north of San Diego and offer upscale shopping at 90 designer and name brand outlet stores.

“Carlsbad Premium Outlets are situated in a thriving geographic area and, we wish Mr. Lee and his team great success with this new location,” said Orion Zemene, Franchise Operations Consultant for Villa Enterprises.

About Villa Enterprises

Naples, Italy native Michele Scotto founded Villa Enterprises Management based in Morristown, New Jersey, in 1964 as a tiny pizzeria next to the Ed Sullivan Theater in New York City. Villa has experienced exponential growth over the last decade and now has over 300 stores in 37 states and 5 countries. Villa operates four core brands, Villa Fresh Italian Kitchen – their flagship brand concept – as well as, Green Leaf’s, Banana’s and South Philly Steaks & Fries. The Villa brands are located in a multitude of locations from malls, airports, outlets, casinos and college campuses with its flagship store located in Times Square. Additionally, Villa Enterprises has begun to diversify its portfolio with the acquisition of several upscale full service restaurants in the New York City metropolitan area with diverse offerings including Italian cuisine, Upscale American Cuisine and Steakhouses.

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