

VILLA

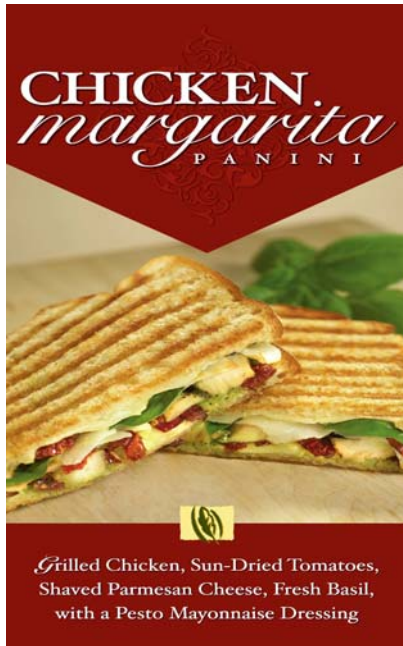
villa enterprises management

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GREEN LEAF'S FEATURES THE CHICKEN MARGARITA PANINI

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HOT PANINI PROMOTION JUST IN TIME FOR THE WINTER SEASON

MORRISTOWN, NJ – Villa Enterprises, one of the nation's fastest growing multi-concept franchisors, is now featuring a tasty Chicken Margarita Panini at its Green Leaf's locations.

Green Leaf's is promoting its grilled Chicken Margarita Panini to keep consumers warm during the winter season. This panini combines chicken, sun-dried tomatoes, shaved parmesan cheese and fresh basil with a pesto mayonnaise dressing on a rustic Italian loaf. This is a sandwich you can easily warm up to!

The Chicken Margarita Panini promotion will run through January 2008. This promotion is supported at the store level with banners, counter cards and static clings. "The parmesan, basil and sun dried tomatoes bring a unique new flavor to the traditional chicken panini", says Regina Rodriguez, Marketing & Operations Manager for Villa Enterprises.

Villa Enterprises and its affiliates now have over 300 stores in 38 states and 6 countries. In addition to Villa Fresh Italian Kitchen, Villa Enterprises operates Casa Java and the Everything Yogurt Brands, which include Green Leaf's, Bananas and South Philly Steaks & Fries.

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