



Media Contact
FIORE ASSOCIATES
Jamie Dunne
973-359-4444
jdunne@fioreassociates.com

Corporate Contact
VILLA ENTERPRISES
John Drinkard
973-285-4800
Jdrinkard@villaenterprises.com

PRESS RELEASE

For Immediate Release

NEW VILLA FRESH ITALIAN KITCHEN OPENS IN FT. MYERS FLORIDA

Edison Mall Home To Newest Villa Location

MORRISTOWN, NJ, (April, 3rd, 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 Villa Fresh Italian Kitchen located within the Edison Mall in Ft. Myers Florida.

Villa Enterprises has expanded its brand in southwest Florida with the opening of a new Villa fresh Italian Kitchen in Ft. Myers. Frank Dippolito operates this new Villa location. Mr. Dippolito also owns another Villa Fresh Italian Kitchen location, at Coconut Point Mall in Estero, Florida. The Edison Mall houses over 150 specialty shops and features a well-stocked food court.

“I think that the Edison Mall offers a great opportunity for growth,” says Dippolito, “The west coast of Florida represents an opportunity for expansion in the future.” Nancy Lannert, Franchise Operations Consultant for Villa Enterprises, says “Frank is an experienced operator and Villa Enterprises wishes him success with this new location.”

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.

25 Washington Street • Morristown, NJ 07960 • 973-285-4800 • Fax: 973-401-0121
www.villaenterprises.com

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