



VILLA ENTERPRISES NAMES FIORE ASSOCIATES AS PUBLIC RELATIONS AGENCY OF RECORD

*Morristown New Jersey Based Firm Has 25 Years Experience in Marketing and
Communications for the Food, Flavor and Fragrance Industries*

PRESS RELEASE

For Immediate Release

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July 30, 2008—(Morristown, NJ)—Villa Enterprises, one of the nation's fastest growing multi-concept restaurant franchisors, announced today the selection of Fiore Associates as its public relations agency of record.

Morristown, NJ-based Fiore Associates, *the* communications firm for sensory-smart marketing, specializes in strategic branding, marketing and communications expertise with a focus on high trending, multi-sensory, organic/natural, green/sustainable and emotionally driven industries.

With the rise of experiential marketing, Villa Enterprises sought out Fiore Associates for their skilled and intuitive approach to delivering targeted, strategic brand messaging and multi-tiered public relations campaigns. Fiore will handle public relations for Villa Enterprises corporate communications and its food brand portfolio.

"Consumers now have the ability to create instant feedback about brands," said John Drinkard, Villa Enterprises Director of Marketing. "Fiore's non-traditional marketing communications mix allows Villa Enterprises to connect its food brands with consumers in more authentic, organic and meaningful ways."

Villa Enterprises has a national brand portfolio consisting of 300 stores in 37 states and 5 countries for its restaurant concepts. Villa's core brand Villa Fresh Italian Kitchen, has experienced exponential growth over the last decade and its newer concepts Green Leaf's Beyond Great Salads, South Philly Steak & Fries, and Bananas Smoothies and Yogurt have also enjoyed steady growth. 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.

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About Villa Enterprises Management

Villa Enterprises Management, based 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. Thanks to Michele's vision and the commitment of his two sons Biagio and Anthony, Villa has now grown into an international organization comprising locations on 3 continents.

Villa Enterprises brands are located in a multitude of locations from malls, airports, outlets, casinos and college campuses with its flagship store located in Times Square, and its affiliates have over 300 stores in 37 states and 5 countries.

In addition to Villa Pizza – their flagship brand concept – Villa operates four core brands including Villa Fresh Italian Kitchen, Green Leaf's, Banana's and South Philly Steaks & Fries. Villa's diverse full service restaurants offerings include Italian cuisine, Upscale American Cuisine and Steakhouses. After opening George and Martha's of Morristown in 2006, Villa Enterprises recently purchased renowned New Jersey establishments The Black Horse Tavern and The Black Horse Pub as well as McKenzie's in Mendham.

About Fiore Associates

Morristown NJ-based Fiore Associates (www.fioreassociates.com) is a full service communications firm that specializes in strategic branding, marketing and communications expertise with a focus on high trending, multi-sensory, organic/natural, green/sustainable and emotionally driven industries.

Fiore's services include business profiling, trend forecasting, strategic brand building, name and image positioning and product perfecting. Fiore's 25 year history of success results from its one-of-a-kind approach to building brands, a sophisticated sense of style, and an unflinching commitment to a philosophy driven by passion, energy, integrity and profound optimistic realism. Fiore Associates has an eclectic roster of domestic and international clients. The list includes International Flavors & Fragrances, BENE0-Orafti, National Starch Food Innovation, Hackettstown Regional Medical Center, Converted Organics, Bograd's Fine Furniture, Yanina & Co. Custom Jewelry, The Australian Trade Commission, G'Day Gourmet and Takasago.

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