



villa enterprises management

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DATE: May 31st 2007

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Villa Wraps Up It's Italian Street Fest Promotion

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Spring Promotion Receives Rave Reviews

MORRISTOWN, NJ – Villa Enterprises, one of the nation's fastest growing multi-concept franchisors, wraps up its hugely successful spring promotion Italian Street Fest. The Villa Pizza/Fresh Italian Kitchen Brand has always been proud of its fresh ingredients and wide array of flavorful dishes. Villa took that concept one step further by replicating the taste and feel of traditional Italian Street festivals.

The Italian Street Fest featured three classic sandwiches, Chicken Parmigiana, Meatball Parmigiana and a classic Italian Beef Sausage with Peppers & Onions. All three sandwiches could be prepared with any combination of peppers, onions and mozzarella cheese according to the preference of the customer. "One of the most exciting things about a street festival is the wide variety of food choices, we wanted to bring that excitement to our customers" said John Drinkard, Director of Marketing for Villa Enterprises.



In the past five years, Villa Enterprises and its affiliates have more than doubled in size. Villa Enterprises and its affiliates now have over 300 stores in 38 states and 5 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.