



villa enterprises management



Fresh
ITALIAN KITCHEN

FOR IMMEDIATE RELEASE

CONTACT: ADAM DROZDOW

DATE: July 19, 2006

973-285-4800 x-6864

VILLA ENTERPRISES EXPANDS IN THE CASINO MARKETPLACE

* * *

Villa Fresh Italian Kitchen Opens At Red Rock Casino In Las Vegas

MORRISTOWN, NJ – Villa Enterprises and its affiliates, one of the country’s fastest growing franchisors of multiple restaurant concepts, is proud to announce the opening of a new Villa Fresh Italian Kitchen at Red Rock Casino, Resort & Spa in Las Vegas, Nevada. Overlooking the majestic Red Rock Mountains, Red Rock Casino opened in April 2006 and is the first ever billion-dollar resort built off of the Vegas strip.

Red Rock Casino is owned and operated by Station Casinos, Inc (NYSE: STN), the locals’ choice for off-strip gaming and hospitality in the Las Vegas area. “We are very excited to enhance the experience of resort guests with our homemade food products and to extend our partnership with the predominant local casino developer in Las Vegas,” says Adam Torine, Vice President of Business Development for Villa Enterprises. Red Rock Casino is the fourth Station Casino’s, Inc. property to contain a Villa restaurant. Villa has additional locations at Santa Fe Station and Green Valley Ranch in Las Vegas, as well as Thunder Valley Casino near Sacramento, California. A fifth will be opening in the future at Fiesta Rancho Casino in Las Vegas.

In the past five years, Villa Enterprises and its affiliates have more than doubled in size. Villa Enterprise and its affiliates now have over 300 stores in 38 states and six countries with approximately sixty percent of the locations being corporately managed. In addition to Villa and Cozzoli’s Pizza®, Villa Enterprises and affiliates operate Casa Java (sm) and the Everything Yogurt Brands, which include Green Leaf’s (sm), Bananas® and South Philly Steaks & Fries®.

#

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