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PRESS RELEASE

For Immediate Release

NEW STROMBOLI PROMOTION OFFERED AT VILLA FRESH ITALIAN KITCHEN LOCATIONS THROUGH DECEMBER 2009

Greek and Chicken Ranch Stromboli's Added to Menu

MORRISTOWN, NJ - September 16, 2009 - Villa Enterprises Management, one of the nation's fastest growing multi-concept restaurant franchisors, today announced that beginning September 19, 2009, its Villa Fresh Italian Kitchen locations will offer two new menu items for a limited time; a Greek Stromboli and Chicken Ranch Stromboli.

The Greek Stromboli is filled with tomato, feta cheese and mozzarella. The Chicken Ranch Stromboli is stuffed with chicken, broccoli, mozzarella cheese, cheddar cheese and topped off with ranch dressing. Both are wrapped in freshly made pizza dough and baked golden brown. The Stromboli promotion will run through December 31, 2009.

About Villa Enterprises

Villa Enterprises Management is one of the nation's fastest growing multi-concept restaurant franchisors. Headquartered in Morristown, New Jersey, Villa Enterprises was founded by Naples, Italy native Michele Scotto in 1964 as a tiny pizzeria next to the Ed Sullivan Theater in New York City.

Villa Enterprises today is an international organization with over 300 quick service restaurant (QSR) locations in 38 states and 6 countries. In addition to its flagship brand, Villa Pizza, Villa Enterprises operates four additional QSR brands; Villa Fresh Italian Kitchen, Green Leaf's, Banana's and South Philly Steak & Fries. These brands can be found in malls, airports, casinos, college campuses and outlet centers across the US and internationally. Villa Enterprises also owns and operates several upscale full-service restaurants in the New York City metropolitan area.

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