



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

VILLA ENTERPRISES ADDS 2 NEW SNACK SIZED SANDWICHES TO ITS POPULAR LINE OF BAMBINOS

Smaller Meals Priced Just Right at \$1.99



MORRISTOWN, NJ (May 7, 2009) - Villa Enterprises Management Ltd., Inc. and its affiliates (Villa Enterprises), one of the nation's fastest growing multi-concept restaurant franchisors, has added 2 new snack sized sandwiches to its popular line of Bambinos; the Italian Mini Hero and a Sweet Sausage & Peppers Romano

The sausage and peppers Bambino features Italian sausage with red and green peppers, onions, and Romano cheese topped with marinara sauce. The Italian Mini Hero Bambino contains sliced ham, pepperoni, red onions and white American cheese topped with romaine lettuce, and a splash of Italian dressing. Customers can purchase a single bambino or combo it three different ways. Both are served on either a Fresh Garlic or Tuscan Roll. Bambinos offer the consumer a smaller meal/snack alternative at an affordable price point. They are available at all Villa and Villa Fresh Italian Kitchen locations and will be in-store through July 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.

