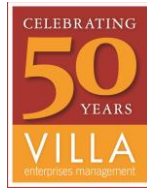


FOR IMMEDIATE RELEASE

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VILLA ITALIAN KITCHEN TO CELEBRATE NATIONAL PIZZA MONTH WITH 5TH ANNUAL FREE SLICE DAY OCTOBER 14TH

Facebook Fans can 'Have a Slice Day' by LIKING and Downloading Free Slice Coupon

MORRISTOWN, NJ, September 29, 2014: [Villa Enterprises](http://VillaEnterprises.com), multi-brand restaurant operator and franchisor celebrating 50 years in business, will celebrate National Pizza Month this October, when they host their fifth annual ***Have a Slice Day*** pizza giveaway, offering new and existing Facebook fans a free slice of pizza on Tuesday, October 14th, 2014.

Beginning today, pizza-loving Facebook fans who 'LIKE' Villa Fresh Italian Kitchen on Facebook will have access to a time-sensitive, downloadable coupon for one free slice of pizza. These coupons will only be redeemable during the *Have a Slice Day* on Tuesday, October 14th at participating locations across the United States. Link to coupon: www.freesliceday.com

"We invite pizza fans to enjoy our 5th annual *Have a Slice Day*," said CEO Anthony Scotto. "We started Free Slice Day as a way of thanking our valued customers for their loyalty, and we look forward to each year, along with our fans!"



Since its creation in 2010, Villa Fresh Italian Kitchen has celebrated National Pizza Month with its *Have a Slice Day*, sponsored by Dr. Pepper, and served up thousands of free pizza slices to their Facebook fans year after year. For more information or to print the coupon for a free slice, visit Villa Fresh Italian Kitchen's Facebook page at www.facebook.com/villa.fresh.italian.kitchen

Starting with its first pizzeria in New York City 50 years ago, the company's Villa Italian Kitchen flagship brand now has more than 250 locations worldwide. Villa Italian Kitchen features Neapolitan and pan pizzas handmade with fresh dough, 100% whole milk mozzarella and homemade sauce. Villa's handmade Stromboli is also a favorite, and Italian pastas and entrees make for a delicious lunch or dinner. Villa offers large to-go orders and catering, perfect for pizza lovers, the family or events.

Villa was founded 50 years ago, and built its business on the strict loyalty to authentic old-world recipes that Michele Scotto brought with him from Naples, Italy. From the first pizzeria that opened next to the Ed Sullivan Theater on Broadway in New York, that commitment to quality food and genuine hospitality is still the hallmark of Villa.

About Villa Enterprises

[Villa Enterprises](http://VillaEnterprises.com) is a global multi-brand restaurant operator and franchisor. Founded in 1964 by Michele Scotto, a Naples, Italy native, Villa Enterprises began as a small pizzeria next to the Ed Sullivan Theater in New York City. Today, Villa Enterprises is an international organization celebrating its 50th anniversary with more than 370+ quick-serve restaurants in malls, airports, casinos and other high-traffic locations.

Villa's QSR brands, including Villa Italian Kitchen, Green Leaf's, Bananas, South Philly Steaks & Fries and Far East, can be found across 40 U.S. states and eight additional countries. Villa also operates 12 full-service restaurants in suburban New Jersey under the 40North brand including The Black Horse Tavern & Pub, The Office, Steelworks Buffet & Grill, Piattino and George & Martha's. For more information, please visit www.villaenterprises.com.

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