



FOR IMMEDIATE RELEASE

Famous Famiglia Arrives to the Southeast

Signs Tampa to Orlando Area Development Agreement for Ten New Locations

WHITE PLAINS, New York (July 1, 2005) – Famous Famiglia, one of the fastest growing pizzeria chains in the United States, has entered into a 10-unit area development agreement for the Tampa to Orlando region with Tampa-based, Trattoria Famiglia, LLC. This agreement marks a significant milestone of the chain's entry into the Florida market, adding to the current number of 42 locations in 11 states.

“We're excited about having signed our first area development agreement in the southeast region,” states Giorgio Kolaj, Famous Famiglia co-founder and Executive Vice President of Corporate Business Development. “In partnering with Trattoria Famiglia, we find quality people with knowledge of the service industry and a hard-work ethic. We believe that the team will represent the Famous Famiglia brand with passion. We look forward to developing a successful partnership and a relationship we both can be proud of.”

The first Famous Famiglia restaurant under this agreement is already under construction and scheduled to open this fall. Strategically located at the Crossroads Center directly across from Walt Disney World's main entrance, the restaurant will boast new design elements and menu options for the millions of annual visitors in the area. Other prospective locations are currently under review for the surrounding region.

Jack Ceccarelli, President and CEO of Trattoria Famiglia states, “As a company, we carefully scouted the pizzeria franchise market for a reputable brand with a proven concept and a knowledgeable management team. After carefully reviewing a number of pizza chain franchises and concepts, we selected Famous Famiglia. We believe that this region will enthusiastically welcome the award-winning and authentic New York City pizza brand, the brand which is the ‘*Official Pizza of the New York Yankees*’™. We look forward to expanding the Famous Famiglia concept into the Tampa and Orlando regions with our unparalleled operations staff.”

About Famous Famiglia

Famous Famiglia pizzeria was founded in the heart of New York City in August 1986 by four brothers. Today, the company has successfully expanded its concept across the United States throughout leading airports, universities, shopping centers, casinos, stadiums, theme parks, arenas, medical centers and neighborhood locations. Throughout its growth, Famous Famiglia has remained an active participant in the communities which it serves. In fact, since day one the company has and continues to donate total first days' sales of every grand opening to a local children's charity within the community.

Contacts:

Giorgio Kolaj
Famous Famiglia
EVP, Corporate Business Development
giorgio@famousfamiglia.com
Phone: (914) 328-4444
Fax: (914) 328-4479

Also, please visit us on the web at: www.famousfamiglia.com.

###