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Franchise Disclosure Document

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VILLA PIZZA, LLC

a Delaware limited liability company

25 Washington Street

Morristown, NJ 07960

(973) 285-4800

www.villaenterprises.com

atorne@villaenterprises.com

**cozzoli's
pizzeria**
"for the slice of your life"



FRANCHISE DISCLOSURE DOCUMENT

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Fresh
ITALIAN KITCHEN

VILLA PRONTO!

The Franchisee will operate either a Villa Fresh Italian Kitchen restaurant, a Villa Italian Kitchen restaurant, a Villa Pronto franchise or a Cozzoli's restaurant, all which feature pizza, pasta and other Italian menu items

The total investment necessary to begin operation of a food court restaurant for the Villa and Cozzoli's franchise is \$296,950 to \$584,000 (to be developed within the Continental U S) and for an in-line restaurant for the Villa and Cozzoli's franchise is \$328,950 to \$894,000 (to be developed within the Continental U S) and for the Villa Pronto concept \$69,540 to \$247,500 (to be developed within the Continental U S) This includes a \$25,000 franchise fee (outside the Continental United States [Hawaii and U S Territories] the initial franchise fee is \$35,000 USD) that must be paid to us

The minimum total investment necessary to begin operation as an Area Developer is \$92,500 - \$130,000 (assuming a minimum of two restaurants being developed) outside the Continental United States [Hawaii and U S Territories]) Outside the Continental United States [Hawaii and U S Territories] the Initial Franchise Fee is \$35,000 USD per restaurant for the Villa and Cozzoli's franchise or for the Villa Pronto concept This total investment does not include your estimated initial investment for beginning operation of each food court, in-line or Villa Pronto concept which cost are set out in the preceding paragraph Estimated initial investment cost will vary for international transactions The Area Development Agreement requires an upfront payment of one-half of the total Initial Franchise Fee (based upon the number of restaurants being developed in the Continental U S or an international territory) and is due at the time of execution of the Deposit Agreement The balance of the initial franchise fee for each franchised location required by the Area Development Agreement is paid upon execution of each franchise agreement pursuant to the agreed upon Development Schedule The minimum number of franchised locations required by an Area Development Agreement is two locations The maximum number of franchised locations required under the Area Development Agreement is negotiated and is dependent upon the territory requested

This disclosure document summarizes certain provisions of Your franchise agreement and other information in plain English Read this disclosure document and all accompanying agreements carefully You must receive this disclosure document at least 14 calendar days before You can sign a binding agreement with, or make any payment to the franchisor or an affiliate in connection with the proposed franchise sale **Note, however, that no government agency has verified the information contained in this document**

You may wish to receive your disclosure document in another format that is more convenient for you To discuss the availability of disclosures in different formats, contact the Franchise Administration Department at 25 Washington Street, Morristown, NJ 07960 or call (973) 285-4800

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this disclosure document is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

ISSUING DATE April 11, 2012

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