

Papa Bello Enterprises to Acquire Pastore's of Rosedale



Press Release

Source: Papa Bello Enterprises

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BALTIMORE, Oct. 20 /PRNewswire-FirstCall/ -- Papa Bello Enterprises (Pink Sheets: [PAPA - News](#)) announced today that the company has signed a letter of intent to acquire Pastore's of Rosedale, Inc., a Baltimore based restaurant, deli, and bakery chain. Established in 1999, Pastore's now has two locations in the greater Baltimore area and expects to post revenues of approximately \$1.4 million in fiscal year 2009. Pastore's is known for its premium deli meats, cheeses, desserts, and prepared foods. In addition, Pastore's has built a strong catering and delivery program, which Papa Bello will incorporate into its stores as well as the Kebab Cafe. The acquisition is anticipated to close no later than November 30, 2009.

Following the acquisition, Pastore's will assist Papa Bello in the design and deployment of a new franchise concept that the company expects to market nationwide under the name "Pastore's Italian Bistro & Pizzeria."

James Price, CEO of Papa Bello Enterprises, states, "Pastore's is a well known and respected name in the Baltimore area. As we develop this new concept, we will draw from the decade of success that Pastore's has realized and utilize their strengths to forge a strong, profitable franchise model built on high quality food, reasonable prices and impeccable customer service. We intend opening our first new Pastore's Italian Bistro location within the next 60 days in Baltimore, Maryland. This location will be used as the model for franchising the concept as well as training new franchisees."

About Papa Bello Enterprises

Founded in 2005, Papa Bello Enterprises is a Baltimore, Maryland based corporation that owns, operates, and franchises food service restaurants. The company was founded on the principles of providing the consumer with the highest standards of quality, value, and service. For more information on Papa Bello Enterprises or franchise information, please visit www.papabellopizza.com.

Forward-Looking Statements Disclosure

This press release may contain "forward-looking statements" within the meaning of the federal securities laws. In this context, forward-looking statements may address the Company's expected future business and financial performance, and often contain words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "seeks," "will," and other terms with similar meaning. These forward-looking statements by their nature address matters that are, to different degrees, uncertain. Although the Company believes that the assumptions upon which its forward-looking statements are based are reasonable, it can provide no assurances that these assumptions will prove to be correct. All forward-looking statements in this press release are expressly qualified by such cautionary statements, risks, and uncertainties, and by reference to the underlying assumptions.

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