



Press Release

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FRIENDS AND FAMILY ENTERPRISES, LLC ANNOUNCES SALE OF FIRST FRANCHISES

LANGHORNE, PA (January 23, 2008) – After two months of marketing its new franchise offerings, Friends and Family Enterprises (FFE), LLC of Langhorne, PA officially signed its first two franchisees in mid January. The new franchisees, **David Roller, Jr.** of Steelton, PA and **Michael Dolnick** of Bensalem, PA, will come on board as Wholesale Distributor franchisees with FFE.

In their new roles, Roller and Dolnick will sell FFE frozen gourmet pizzas, along with other approved FFE products, to various fundraising organizations, schools, and other retail and commercial establishments. Each will be responsible for developing new business in a protected geographical territory, and will be able to work from their own home and on their own schedule.

When asked about being the first franchisee for FFE, Roller, a native of the Harrisburg region and a former marine, responded, “It’s a neat feeling to know that I am the first for something that could one day be huge. I’m excited for what can happen with this business and am glad that I ‘got in’ early!” Likewise, Dolnick responded by saying, “I feel privileged to be a part of a company with such integrity and good corporate values. I’m confident that this will be the best business investment I’ve ever made.”

The new franchise sales come at a time of projected growth and expansion for FFE, which launched its five new franchise offerings in the fall of 2007. FFE President Ken Kovalik is excited about what the new franchisees could mean for the future of the business. “This is a momentous day in the history of our company. You look at any national, established franchise and you realize that, at some point, they started with only a single franchisee.”

Kovalik is confident that the addition of its first franchisees will also help to bring other prospective franchisees to the table. “We have had many quality conversations with people that have been interested in signing on. Generally, they have just been waiting for someone else to make the jump first,” says Kovalik. “We believe that when prospective franchisees see that we have a track record of successful franchisees, then they too will want to join in.”

In addition to the Wholesale Distributor opportunity, FFE has four other franchise offerings available. They are: Distributor Trade-Area Development, Restaurant Trade-Area Development, Non-Buffer Pizzeria Restaurant, and a Pizza Buffet Restaurant. FFE is currently seeking qualified franchisees in the northeastern part of the country – particularly in the following states: PA, NJ, DE, CT, WV, MA, VT, NH and NC.

FFE established itself in the Philadelphia area in 2005 with the opening of its Friends and Family Pizza Buffet restaurant in Bristol, PA. Since then, FFE has opened a second restaurant in Mechanicsburg, PA. Every Friends and Family Pizza Buffet offers a variety of menu items including made-to-order pizzas, pasta, salad, soup, ice cream and dessert for only \$5.99.

For more information about the new franchise offerings or for general information about FFE, please visit www.ffpizzabuffet.com or call (877) 757-8636.