

Quality Restaurant Ventures in Final Preparations for Licensing New Caffe Porta Via Concept
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Area Developer Network Planned to Expand Operations Beyond Central Florida

Quality Restaurant Ventures Inc. (OTC Pink Sheets: QRVS) today released further information concerning its business and operational plans for its new quick serve food brand, Caffe Porta Via. The preliminary business plan calls for QRVS to initially license the concept to qualified individuals directly through the company, then eventually through a network of area developers located in major metropolitan areas in Florida and the southeast U.S.

"We've made Caffe Porta Via very easy to own and operate," explained QRVS President Tim Murray. "Quality will provide brand licensing rights, an initial marketing package, food purchasing contacts and complete training for our licensees in exchange for the purchase of a license and a monthly licensing fee. We believe Caffe Porta Via will appeal to individuals who see this as an opportunity to get in business of their own that provides a reasonable income without major operational and financial burdens."

Caffe Porta Via is a stand alone kiosk, custom designed to complement the office lobbies they occupy. The units are fully equipped and will serve breakfast items, sandwiches and salads, and snack foods, along with premium and specialty coffees. The marketing program will include menus, signage and email programs for employees near the location. No decision has been reached concerning the cost of an individual unit license or the formula that will be used for an area developer agreement.

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