

Papa Bello Announces Expansion Into South Carolina With Sale of Area Rep Agreement and Restaurant Opening
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Papa Bello Enterprises (Pink Sheets: PAPA) announced today that the company has expanded its franchise business into South Carolina with the sale of an area rep agreement to Nazir Moosa, a prominent business man from South Carolina.

Under the terms of the agreement Mr. Moosa has exclusive development rights for the entire state of South Carolina. Mr. Moosa will open his inaugural franchise on Monday, July 21st in the Wal-Mart Supercenter located in Manning, South Carolina. Additionally, Mr. Moosa will open three more Wal-Mart locations in Newberry, Camden and Boiling Springs. All three stores are currently under construction and are expected to open by the end of 2008.

Mr. Moosa states, "I was very impressed by the openness and honesty of the management of Papa Bello. Additionally, after looking at many franchise opportunities and meeting with principles, we felt that Papa Bello with its growth plans, brand recognition and the back office support for franchisees was excellent and the feed back that AD's and franchisees give and get. All these components were very crucial and made it a perfect fit for us. We intend to make Papa Bello Pizza the number 1 recognized brand and THE go to place for family Pizza and Pasta nights, football season, and catering."

Chase Canfield, CEO of Papa Bello states, "We are very excited to bring on an area rep with so much experience and so much excitement. Nazir has demonstrated a great level of professionalism and knowledge and we believe that he will be a great ambassador for our company."

Founded in 2005, Papa Bello Enterprises is a Las Vegas, NV based corporation that owns, operates, and franchises Italian style eateries in the United States. The company currently has 14 stores in operation and has a master lease agreement with Wal-Mart.

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