

Papa Bello Moves Corporate Headquarters, Names New COO

Baltimore, MD—September 22, 2009—Papa Bello Enterprises, Inc. (Pink Sheets: PAPA) announced today that the company is moving its corporate headquarters and franchise training facility to Baltimore, Maryland, effective October 15th. Additionally, the company has named Frank Pastore as the company's COO and Director of Franchise Sales and Training. This appointment is a continuation of the company's reorganization and development program initiated in late August.

The Pastore family has owned and operated Italian style eateries for over a century. Mr. Pastore has been directly involved within the Food service industry for over 30 years, and is a well-respected businessman in the Mid Atlantic community. Mr. Pastore will lead all aspects of Franchise marketing and training for perspective franchisees and their employees. Mr. Pastore believes that there are several underdeveloped aspects of Papa Bello's business model that can be enhanced to provide additional sales and could lead to additional franchise expansion.

In connection with the change in corporate location, the Las Vegas office will cease operations and all training and franchise operations will originate from Baltimore. In addition, Papa Bello will also begin work on new product lines and enhanced operational plans.

Frank Pastore, COO of Papa Bello states, "I was thrilled when I received the offer to work with Papa Bello Pizza. I've been to their facilities and seen the quality of their products and their people. I truly believe with my assistance, some hard work and dedication, this company has the potential to become a force within the franchise industry. With their Master lease agreement with Wal-Mart, they have a leg up on most franchise opportunities. I will strive to build the Papa Bello franchise footprint and brand."

James Price, CEO of Papa Bello Enterprises states, "I've known Frank Pastore for over 20 years and I believe that he is the best person to help lead Papa Bello through this new phase in the company's evolution. He has the experience and tireless work ethic to build the Papa Bello brand. He will truly be a valuable asset to Papa Bello."

About Papa Bello Enterprises

Founded in 2005, Papa Bello Enterprises is a Baltimore, Maryland based corporation that owns, operates, and franchises Italian style eateries in the United States and abroad. The company currently operates stores inside Wal-Mart Superstores and stand-alone locations. 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.

Contact:

Jim Price Email: info@papabellopizza.com Phone: (619) 481-3400

Source: Papa Bello Enterprises