

Papa Bello Enterprises Names VP of Sales and Marketing



Press Release

Source: Papa Bello Enterprises

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BALTIMORE, Dec. 1 /PRNewswire-FirstCall/ -- Papa Bello (Pink Sheets: [PAPA - News](#)) is pleased to announce that the company has hired experienced franchise developer, Mr. Lawrence Feierstein as its Vice President of Sales and Marketing. Mr. Feierstein will assist in the development of the Papa Bello brand, establish an annual advertising program and budget, and perfect and execute the flow of information between management and all franchised and corporately owned locations. In addition, he will help to identify potential retail locations for Papa Bello's stand alone restaurants, strip mall restaurants, and multi location leasing partners. He will also lead the sales effort of Papa Bello's remaining corporate stores to franchisees.

Mr. Feierstein has his BA in Hotel and Restaurant Management from the University of Denver and has nearly 30 years of sales and marketing experience with several of the most recognizable franchises in the country, including Dunkin' Donuts, Nathan's Famous, Pretzelmaker and others. In addition, he has worked with several franchise development and sales companies in the North East and has delivered proven results for his clients.

Jim Price, CEO of Papa Bello, states, "Mr. Feierstein's addition to the Papa Bello team further demonstrates the company's steadfast determination to grow the company and build value for our shareholders. Larry's experience is exactly what we need at this particular moment in our development. We believe that the Papa Bello franchise is a sound business model that is in need of a strong, organized advocate to sell it to perspective franchisees. He has worked with some of the biggest names in the industry and delivered impressive results. We are proud to have him working with us and look forward to harvesting the fruits of his labor."

About Papa Bello Enterprises

Founded in 2005, Papa Bello Enterprises is a Baltimore, Maryland based corporation that owns, operates, and franchises food service restaurants in the United States and abroad. 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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