

Papa Bello Enterprises to Acquire Pastore's of Rosedale

Baltimore, MD—October 20, 2009—PRNEWSWIRE-- Papa Bello Enterprises (Pink Sheets: PAPA) announced today that the company has signed a letter of intent to acquire Pastore's of Rosedale, a Baltimore based restaurant, deli, and bakery chain. Established in 1999, Pastore's operates two corporately owned locations in the greater Baltimore area and expects to post revenues of approximately 1.4 million in fiscal year 2009. Pastore's is known for its premium deli meats, cheeses, desserts, and prepared foods. In addition, Pastore's has built a strong catering and delivery business which Papa Bello will incorporate into all of its corporate and franchise stores. Papa Bello expects to close the acquisition by November 15, 2009. For additional information on Pastore's please visit the corporate website at www.pastores.net.

Following the acquisition, and under the Papa Bello Umbrella, Pastore's will design, deploy and market a new franchise concept called "Pastore's Italian Bistro & Pizzeria." This concept will follow the tried and proven methodology that has made Pastore's such a successful operation.

James Price, CEO of Papa Bello Enterprises states, "Pastore's is a well known and respected name in the Mid-Atlantic States, and we fully intend to leverage the name and reputation with an attractive franchise model. As we develop this new concept, we will draw from the decade of success that Pastore's has built and utilize their strengths to forge a strong, profitable franchise system that is built on high quality food, reasonable prices and impeccable customer service."

About Papa Bello Enterprises

Founded in 2005, Papa Bello Enterprises is a Baltimore, Maryland based corporation that owns, operates, and franchises food service restaurants. The company was founded on the principles of becoming a leading operator and Franchisor of a diversified mix of fast-casual restaurants while providing consumers with the utmost 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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Source: Papa Bello Enterprises