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We Don't Need No Stinkin' Arches, Just Good Food And Service

Former 38-year-old physical therapist uses hands on to turn around restaurants. Now goes national with franchise consulting agreement.

/24-7PressRelease.com/ - March 26, 2005 - Two Southern California landmarks are venturing into the national scene as Billy's Deli and Caf signs a franchising representation agreement with well-known national franchising firm Robert Ames Business Development (New York).

Scott Ladd, president of Billy's Deli and Caf and Catering, and Alan Feifer, president of Robert Ames, made the joint announcement this week in anticipation of the Franchise Convention Week in Las Vegas next month.

Billy's Deli and Caf presently has two locations in Torrance and Glendale, California. Each of these locations has been in existence for over a half century yet the prosperity of each site has reached unprecedented numbers in the last five years.

"The recent success is do in large part from the same credo that makes any small businessperson a winner: hard work and attention to detail", said Feifer. "Ladd brought a new life and exuberance to lackluster and aging locations. This success has made Billy's the target of inquiries about franchising. We're happy he turned to us for direction," continued Feifer.

"Imitation is a form of flattery so when business people approached us about franchising, I felt it was a compliment to the job we've done," stated Ladd, a former pizza chain manager who came back to the food service industry after an 11-year hiatus.

Billy's Deli and Caf may be putting its toe in the water at the right time. Adults spend 46% of their food dollars in restaurants and 44% of adults eat out on any given day. The national average full service restaurant unit had sales figure of \$730,000 (2002) with an average of \$910 per person annually spent on food away from home.

"The food industry has always held itself as "recession resistant". Industry officials point to the fact that "you never hear about layoffs in the food industry," said Ladd. "Couple those statements with the Department of Commerce figures that 95% of franchises are still in business after five vs. less than half of self-launched businesses for the same time period, we feel franchising Billy's knowledge, expertise, experience and brand is perfect at this time," Ladd continued.

"We chose Ames Development because of Alan Feifer's quarter century of experience. Secondly, he himself is a former successful franchisor and his company focuses on small and medium size businesses, showing them how to successfully franchise," commented Ladd.

ROBERT AMES BUSINESS DEVELOPMENT CO. (212-330-7477) is in the third decade of franchise consulting. Alan Feifer developed a national and international educational franchise, where he served in the capacity as President and Chief Operating Officer, overseeing more than 70 franchises.

BILLY'S DELI and CAF AND CATERING operates two locations in Southern California. Scott Ladd is President of the Restaurant Division and Billy's Franchising Operations Company (BFOC). The Restaurant Division is in negotiations for a third and possible fourth location before year's end. Billy's Franchising Division will not interfere with these acquisitions and remain a separate entity.

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