

FOR IMMEDIATE RELEASE

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VILLA INTERNATIONAL ROLLS BACK DECLINING STOCK PRICES

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Villa International, the premier supplier of high-end furniture for the Recreational Vehicle industry, is pleased to announce its plan to roll back declining stock prices.

Inspired by the recent creative initiatives launched by Elite Island Resorts, Villa announced that it has decided not to participate in the great decline in the stock market. Effective immediately, Villa will accept selected common stock as payment from coach owners for its expertly designed, hand-crafted furniture using stock values priced as of July 1, 2008. The deal allows coach owners to turn back the hand of time before stock values really began to swoon.

Here's how it works: Coach owners can contact an experienced Villa customer service representative to select and design the perfect furniture to update their motor coach. To pay for their exquisite furniture upgrade, the coach owner can pay with shares of selected common stocks using July 1, 2008 pricing up to a total purchase price of \$5,000 (purchases in excess of \$5,000 shall be charged to a credit card). For example, a custom upgrade that would normally cost \$2,000 would only require approximately 62 shares of Merrill Lynch common stock, which closed at \$32.25 on July 1. Merrill Lynch currently trades at less than half that quotation, \$13.05. Villa will accept stock of some 35 companies. The discount from the July 1 price can vary significantly from current prices, reducing the cost of Villa's furniture appreciably.

Coach Owners "paying" with stock will have their orders held by credit card until the stock being transferred into Villa's dedicated brokerage account is completed. Coach owners are advised to consult a knowledgeable tax accountant about the potential tax ramifications from such stock payment transactions.

Villa has selected about 35 stocks of major companies including General Electric, Coca Cola, and Johnson & Johnson. (For a complete list of qualified stocks, visit www.villainternational.com/stocks.) This pricing offer is available until May 1, 2009.

Villa International recognizes the challenges that coach owners face in these difficult economic times and wants to provide a creative solution to help. We are long-term believers in the United States and its greatest companies. We are also passionate believers in the RV lifestyle.

Please visit our website at www.villainternational.com to see furniture samples and pricing guides.

**ELIGIBLE COMMON STOCKS FOR THE VILLA INTERNATIONAL
ROLLS BACK DECLINING STOCK PRICES PROMOTION**

Company	Symbol	July 1, 2008 Closing Price
3M Company	MMM	\$70
Abbott Labs	ABT	\$54
Altria Group, Inc	MO	\$20
America Express	AXP	\$40
Amgen	AMG	\$49
Apple, Inc.	AAPL	\$175
AT&T Inc.	T	\$33
Bank Of America	BAC	\$24
Baxter International	BAX	\$64
Caterpillar Inc.	CAT	\$74
Cisco Systems	CSCO	\$23
Coca Cola Co.	KO	\$51
Colgate-Palmolive	CL	\$69
ConocoPhillips	COP	\$94
Du Pont (E.I.)	DD	\$43
Exxon Mobil	XOM	\$88
FedEx Corporation	FDX	\$76
General Dynamics	GD	\$84
General Electric	GE	\$27
Google Inc.	GOOG	\$535
Hewlett-Packard	HPQ	\$44
International Bus. Machines	IBM	\$119
Johnson & Johnson	JNJ	\$65
JPMorgan Chase & Co.	JPM	\$34
McDonalds's Corp.	MCD	\$57
Merck & Co.	MRK	\$38
Merrill Lynch	MER	\$32
PepsiCo Inc.	PEP	\$64
Pfizer Inc.	PFE	\$18
Proctor & Gamble	PG	\$62
Target Corp.	TGT	\$48
U.S. Bancorp	USB	\$28
United Parcel Service	UPS	\$61
Wal-Mart Stores	WMT	\$57
Wells Fargo	WFC	\$24