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Look Out! It's a Carvelanche!

Carvel rolling out new Cake Mix Carvelanche flavors as part of company's aggressive growth strategy

(February 22, 2005 - Atlanta, GA) - The delicious American icon that inspired a song by the Beastie Boys, brought joy to Homer and Marge Simpson's "whale of a wedding", and was a highlight at Kelly Ripa's baby shower has reached a new chapter in its impressive history.

As part of an aggressive growth and menu expansion strategy, Carvel Ice Cream announces the introduction of its new Cake Mix Carvelanche product, a blended taste avalanche that combines Carvel's famous soft serve ice cream with a variety of delicious cake flavors such as Triple Fudge, Cinnamon Streusel, and Birthday Cake.

"Even after 71 years, Carvel is constantly striving to create more variety and offer delicious new products for our loyal customers," said Jennifer Waller, director of public relations for Carvel.

Ice cream fans can now succumb to the Carvelanche at their favorite Carvel location, choosing from three mouthwatering sizes, 16 oz, 24 oz, and 32 oz. The new flavors were a direct result of the popularity of the company's fresh dipped cake mix flavor and join the popular Reese's™ Rage, M&M™ Mania, Butterfinger™ Blast, and Cookies and Cream Carvelanches.

"Our customers have really loved our cake mix flavors and now they have an opportunity to try a variation on this as a Carvelanche. We really think this product is going to be a big hit for us," said Waller.

Considered the nation's first retail ice cream franchise, Carvel Ice Cream has reached a rare place in American culture, a symbol for an entire food category, and a cult food that fuels a frenzy whenever it opens its doors in new markets nationwide.

The new product launch comes on the heels of spectacular growth for the 71-year-old company. Along with opening its 500th location earlier this year, the company has signed over 400 new franchise agreements since its purchase by the Roark Capital Group in 2001, representing a compound annual growth of 182 percent. The company is now part of the newly-created FOCUS

Brands, an affiliate of Roark and the parent company for Carvel, Cinnabon and certain international markets of Seattle's Best Coffee.

In addition to the new product, loyal customers can still choose from Carvel's famous ice cream cakes and soft serve ice cream, as well as a wide variety of premium hand dipped flavors, take home novelties, and fountain style products including cups, cones, sundaes, shakes, and smoothies. And with Easter right around the corner, you're sure to be hip if you hop home with one of Carvel's egg-cellent Easter cakes.

About Carvel

The nation's first retail ice cream franchise, Carvel has become one of the best-loved and most recognized names in its industry. Established in 1934, the company is the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes, as well as a leading provider of premium soft serve and hand dipped ice cream products. Carvel currently operates more than 500 franchised and food service locations and sells its famous ice cream cakes through over 8,000 supermarkets outlets. The Company is based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT.

About FOCUS Brands

FOCUS Brands Inc. is the franchisor of over 1,200 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 37 foreign countries under the brand names Carvel[®], Cinnabon[®], and the franchisor of Seattle's Best Coffee[®] in Hawaii, on military bases and certain international markets. FOCUS Brands primary objective is to "FOCUS on making its constituencies happy."

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