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Carvel Ice Cream Invites Customers to Take a Sundae Drive

– New on-the-go sundaes complement company’s growth strategies and existing line of indulgent treats –

Atlanta (May 31, 2005) – Carvel Ice Cream, the nation’s first retail ice cream franchise, is dashing into summer with another sweet idea – sundaes packaged in clear, portable cups called Sundae Dashers™. Available at all participating Carvel locations, these delicious new sundaes come in six flavorful varieties: Mint Chocolate Chip, Chocolate Peanut Butter Cup, White Raspberry Truffle, Bananas Foster, Banana Split, and Chocolate Covered Strawberry.

All sundaes contain Carvel’s hand dipped ice cream, made fresh daily in all franchise locations. The Banana Split and Chocolate Covered Strawberry are also available with Carvel’s Thinny Thin No Fat ice cream.

“We are very excited about what Sundae Dashers can do for our long-term brand growth strategies,” said Steve Romaniello, president and CEO of FOCUS Brands Inc., parent company of Carvel. “For the past 71 years, we have continuously provided our loyal customers with a wide variety of high quality ice cream treats, and the addition of the new Sundae Dasher line allows our guests yet another delicious way to enjoy ‘America’s Freshest Ice Cream’.”

“Our guests love the flavors and convenience of this new product line,” added West Paterson, NJ franchisee Irene Macones. “The Sundae Dasher’s delicious presentation appeals to all ages, and many guests have dashed back time and again for their new favorite treat.”

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. The 71-year old 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 530 franchised and food service locations, and sells its famous ice cream cakes in over 8,100 supermarkets outlets. The company is based in Atlanta, with its supermarket headquarters in Rocky Hill, Conn.

About FOCUS Brands

FOCUS Brands Inc. is the franchisor and operator of over 1,200 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 29 foreign countries under the brand names Carvel®, Cinnabon®, and the franchisor of Seattle’s Best Coffee® in Hawaii, on military bases, and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to “FOCUS on making people happy.”

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