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Carvel Ice Cream Announces Expansion of Direct Store Delivery Services

-- Successful distribution system offers partnership opportunities for multiple brands, including Mama Mia Italian Ices and HP Hood's Lactaid Scoopfuls®, among others --

Atlanta, GA (June 13, 2004) – Carvel Corporation, the nation's first retail ice cream franchise, announces the expansion of its ice cream direct store delivery services. Carvel successfully piloted this partner brand initiative with Mama Mia Italian Ices and Natural Fruit's Fruti Brands in 2003, and quickly expanded to include Eli's Cheesecakes, HP Hood's Lactaid Scoopfuls®, and Luke's Sugar Free Frozen Desserts.

Known for its all ice cream cakes layered with tasty chocolate crunchies and innovative novelties, Carvel delivers over 90% of its products into nearly 5,000 supermarkets, supercenters, and club stores using its own fleet of trucks and route sales representatives. The distribution routes span the East Coast and into the Ohio Valley and Chicagoland.

“In recent years, we have had numerous companies approach us about delivering their brands,” said Jim Schneeloch, vice president of supermarket sales. “The success of our ice cream cake distribution is well known throughout the industry, and has led us to offer our services to other organizations.” Adds President and CEO Steve Romaniello, “Our distribution resources are solid and well established, and we are proud to offer this win-win situation to other frozen dessert companies.”

For additional information regarding direct store delivery, please contact Craig Hall at 860-258-0220.

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 70-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 460 franchised and food service locations and sells its famous ice cream cakes through over 6,900 supermarket outlets. The Company is based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT.

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