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**FOCUS Brands Inc. Announces Election of Sidney J. Feltenstein
to Board of Directors**

-- Chairman of the International Franchise Association joins holding company of Carvel Corporation --

Atlanta, GA (June 2) – FOCUS Brands Inc. announces the election of Sidney J. Feltenstein to its Board of Directors. Majority owned by Atlanta-based Roark Capital Group, FOCUS Brands is the holding company for Carvel Corporation, the nation’s first retail ice cream chain established in 1934.

Sidney J. Feltenstein most recently served as chairman and chief executive officer of Yorkshire Global Restaurants Inc., the holding company for A&W Restaurants and Long John Silver’s. From the time he acquired A&W in 1995 through 2001 when he sold his company to Yum Brands, the organization’s sales grew by five times and its operating profits by forty times, led by a stunning turnaround in Long John Silver’s sales and profits. Previously, Feltenstein was the executive vice president of worldwide marketing for the Burger King Corporation and is credited for reversing an eight-year decline in customer traffic. Prior to Burger King, he spent 19 years at Dunkin’ Donuts, most recently as chief marketing officer. He started his career with Procter and Gamble Company in brand management positions.

“I am extremely pleased to welcome Mr. Feltenstein to our board of directors,” said Neal Aronson, chairman of FOCUS Brands Inc., and president and founder of Roark Capital Group. “He brings a tremendous amount of invaluable experience and expertise to our organization as we strive to expand the Carvel brand, as well as other future brands, nationwide.”

“It is an honor to join such an exciting organization,” added Feltenstein. “FOCUS Brands has ignited record franchise sales for Carvel, and I am confident that we will experience many exciting adventures together.”

Mr. Feltenstein was elected at the company’s quarterly board meeting in New York, NY.

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 6,300 supermarket outlets. The Company is based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT.

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