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FOCUS Brands Celebrates Record Results During Inaugural Year; Announces 2005 Plans

-- Majority owner of Carvel Corporation continues integration of Cinnabon and Seattle's Best Coffee International, and sets stage for aggressive expansion of multi-branded venues --

Atlanta, GA (January 18) – FOCUS Brands, the franchisor and operator of over 1,200 ice cream stores, bakeries, and cafes under the brand names Carvel®, Cinnabon®, and the international franchisor of Seattle's Best Coffee®, announces record results for 2004 with 178 individual Carvel franchise agreements signed and 85 new locations opened in markets such as California, Las Vegas, and Texas. In addition, Carvel's supermarket division successfully expanded its go-to-market strategy, increasing distribution by more than 1,650 stores to serve over 8,000 stores in 36 states, representing an outlet distribution increase of 26% year-over-year. Celebrating the opening of its 500th Carvel franchise located outside Cleveland, Ohio, 2004 marks the second consecutive year of positive comparative store growth, and represents a franchise system size increase of 43% since the company's purchase three years ago by Roark Capital Group.

Added to the November purchase of Cinnabon and Seattle's Best Coffee, the newly formed FOCUS Brands reports that early results for the two newly acquired companies have met expectations, and that the integration is ahead of schedule

"2004 was an exciting first year for FOCUS Brands," said President and CEO Steve Romaniello. "With the successful nationwide expansion of Carvel, and the addition of two well known brands like Cinnabon and Seattle's Best Coffee, FOCUS Brands is well positioned to accelerate our growth."

Building on 2004's solid performance, highlights of the 2005 plan include:

- Continue building on Carvel's momentum to accelerate growth by signing 200 new franchise agreements, and opening more than 100 new locations.
- Complete the integration of Cinnabon and Seattle's Best Coffee under one leadership team.
- Develop mutually beneficial relationships with Cinnabon and Seattle's Best Coffee franchisees to collectively create and begin executing the programs and plans necessary to improve franchise level profitability and growth prospects for 2006.
- Develop co-brand opportunities for new and existing franchisees.
- Continue growing the ice cream cake category in food stores through product innovation and expanding the Carvel® brand into new markets.
- Identify additional acquisition opportunities to grow our family of brands.

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 37 foreign countries under the brand names Carvel®, Cinnabon®, and the franchisor of Seattle's Best Coffee® in Hawaii, on military bases and internationally. FOCUS Brands primary objective is to "FOCUS on making its constituencies happy."

Seattle's Best Coffee® is a registered trademark of Seattle's Best Coffee, LLC.

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