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***Bristol Franchisee Wins Carvel New Franchise of the Year Award***

*~Franchisee Bart Piorkowski recognized for outstanding service in his first year of operation~*

**ATLANTA (January 28, 2008)** – Local Connecticut native Bart Piorkowski takes home Carvel’s New Franchise of the Year award for displaying exceptional operations, local store marketing and company leadership in the first year of business. With over 590 locations worldwide, Carvel parent-company FOCUS Brands honored Bart Piorkowski with this award at its Worldwide Conference in Orlando, Fla. earlier this month.

“We at Carvel strive toward operational excellence, guest-first customer service and outstanding community involvement, and we want to honor and appreciate the franchise partners who help us meet that goal,” explains Gary Bales, president of Carvel Ice Cream. “From cake fundraisers to scoop nights to good student awards, Bart is a stand-out example of getting involved in the Bristol community. Not to mention, he has retained 90% of his employees, which is a difficult task in our industry. At a corporate level, Bart sits on the unit-level economics committee within our Franchise Advisory Council offering expertise and leadership to our franchise community. I am honored and delighted that such a deserving individual took home this award.”

“As a Connecticut native, I grew up on Carvel,” explains Piorkowski. “We looked at several franchise opportunities—but what can I say, it’s hard to say no to Fudgie the Whale. Since we opened on September 15, 2006, we have been busy partnering with schools, dentist offices, and sports teams who needed a little soft serve. Most recently we hosted a scoop night for Bristol Lacrosse League and sponsored McCabe Waters Little League. So far it has been a blast being a part of such a compelling brand.”

Piorkowski’s Carvel Ice Cream is located at 641 Farmington Ave. in Bristol, CT. The hours of operation are 10 a.m. until 9 p.m. Monday – Saturday and 11 a.m. until 9 p.m. on Sunday.

**About Carvel® Ice Cream**

The United States’ first retail ice cream franchise, [Carvel® Ice Cream](#) has become one of the best-loved and most recognized names in its industry. 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 well over 500 franchised and food service locations, and sells its famous ice cream cakes in over 8,500 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in Rocky Hill, Conn.

**About FOCUS Brands Inc.<sup>®</sup>**

FOCUS Brands Inc. is the franchisor and operator of over 2,100 ice cream stores, bakeries, restaurants, and cafes in the United States, the District of Columbia, Puerto Rico, and numerous foreign countries under the brand names Carvel<sup>®</sup> Ice Cream, Cinnabon<sup>®</sup>, Schlotzsky's<sup>®</sup>, Moe's Southwest Grill<sup>®</sup>, and the franchisor of Seattle's Best Coffee<sup>®</sup> on military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit [www.focusbrands.com](http://www.focusbrands.com) to learn more.

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