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**Carvel[®] Ice Cream “Gets Its Game On” with the Introduction
of New SNICKERS[®] Game Ball[®] Cake**

-- Uniquely shaped ice cream cake is the second product introduction of Company’s exclusive licensing agreement with Masterfoods USA –

Atlanta (November 21) – Carvel Ice Cream will score big this fall with the introduction of its SNICKERS[®] Game Ball[®] ice cream cake, made from 32 oz. of Carvel’s premium peanut butter ice cream packed with SNICKERS bar candy pieces, caramel swirls, chocolate coated peanuts, and covered in fudge and chocolate crunchies. The new product will be produced by Celebration Foods, Carvel’s manufacturing and distribution division, and is available in over 8,500 supermarket and club outlets, and through all participating Carvel franchise locations.

The new cake design is the second product introduction through Carvel’s exclusive licensing agreement with Masterfoods USA, the United States food, snack and petcare operations of Mars, Incorporated, and one of the world’s leading food manufacturers, for the development, manufacture, and distribution of branded, uniquely shaped ice cream cakes in the Licensed Trade Channels. The company introduced a Yellow “M” Character ice cream cake featuring M&M’S[®] MINIS[®] Milk Chocolate Candies in September.

“The SNICKERS Game Ball ice cream cake is the perfect addition to the upcoming playoffs and bowl games,” said Steve Romaniello, president and CEO of FOCUS Brands Inc., parent company of Carvel. “It’s not a party without a Carvel cake, and after being part of family celebrations for over 50 years, this newest cake is sure to score a touchdown with our loyal fans.” Other branded products are also in development, and will launch in 2006.

To find your nearest supermarket or franchise location, please visit www.carvel.com.

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. Based in Atlanta, GA, 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 540 franchised and food service locations. In addition, the company sells its famous ice cream cakes in over 8,500 supermarkets outlets through Rocky Hill, CT-based Celebration Foods, Carvel’s manufacturing and distributing division. Both companies are part of FOCUS Brands, the franchiser and operator of over 1,300 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 30 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.

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