



FOR IMMEDIATE RELEASE

Contact: Lauren McGowen
404-705-4409
lmcgowen@focusbrands.com

Carvel Ice Cream Rings in the Season with New Fall Flavors

- *Seasonal blended beverages and hand-dipped flavors are available through December -*

ATLANTA, GA. (September 30, 2008) – This month, Carvel® Ice Cream blended the crisp, cool flavors of fall with the smooth, creamy and distinct flavor of Carvel and is introducing the Pumpkin Spice Arctic Blender and the Peppermint Mocha Blended Coffee as well as three new hand-dipped flavors including Harvest Apple Crunch, Pumpkin Spice and Eggnog.

The Pumpkin Spice Arctic Blender is a tantalizing mixture of vanilla flavoring, pumpkin flavoring and caramel syrup, all expertly blended then topped with graham crackers, frothy whipped cream, a drizzle of caramel and chocolate crunchies.

Ideal for Java-lovers, Carvel created the Peppermint Mocha Blended Coffee which includes vanilla flavoring, peppermint candy and coffee blended topped with whipped cream, chocolate syrup and chocolate crunchies.

“We introduced Arctic Blenders and Blended Coffees this past spring and so far they have been extremely well received,” explains Gary Bales, president of Carvel Ice Cream. “To continue the momentum of our beverage category we wanted to spice things up and introduce flavors that resonate with the season.”

Additionally, Carvel introduced Lil’ Rounders this fall which are two mini-cookies with soft serve in the middle sold in 12-packs. Essentially, it is a bite-size version of Carvel’s famous Chipsters. To kick off the launch of this new novelty, Carvel hosted a Customer Appreciation Day on September 20. Customers were invited to enjoy a free Lil’ Rounder as well as a soft serve cone for \$0.59.

While Lil’ Rounders are now a permanent menu item, the seasonal beverages and hand-dipped flavors are only available until December 31.

About Carvel® Ice Cream

The United States’ first retail ice cream franchise, [Carvel® Ice Cream](http://www.carvelicecream.com) has become one of the best-loved and most recognized names in its industry. The company is a leading provider of premium soft serve and hand dipped ice cream products, as well as the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes. Carvel currently operates over 500 franchised and food service locations, and sells its famous ice cream cakes in over 10,000 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in New Britain, Conn.

About FOCUS Brands Inc.®

FOCUS Brands Inc. is the franchisor and operator of over 2,200 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® Ice Cream](http://www.carvelicecream.com), [Cinnabon®](http://www.cinnabon.com), [Schlotzsky’s®](http://www.schlotskys.com), [Moe’s Southwest Grill®](http://www.moes.com), and the franchisor of Seattle’s Best Coffee® 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 to learn more.

###