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Sweet! Carvel[®] Introduces Cinnabon[®] Ice Cream

– Nations’ first retail ice cream franchise forms sweet partnership with sister company –

Atlanta (September 27, 2006) – Carvel Ice Cream and Cinnabon are mixing it up with a delicious new ice cream flavor. Available exclusively in over 570 Carvel franchise locations in 28 states and Washington, D.C., Cinnabon Ice Cream features Carvel’s famous vanilla ice cream mixed with white pound cake chunks and Cinnabon’s signature Makara[®] cinnamon and cream cheese frosting.

“It’s a sweet lover’s dream come true,” said Steve Romaniello, president and CEO of FOCUS Brands, parent company of Carvel and Cinnabon. “We’ve taken the best of both of our brands – from the world’s most famous cinnamon roll and the world’s best soft serve ice cream – and created a hand-dipped ice cream indulgence like no other.”

The new Cinnabon Ice Cream is also featured as a Carvel Carvelog[®], featuring 46 ounces of Cinnabon Ice Cream covered with Carvel’s famous vanilla crunchies, and topped with Cinnabon cream cheese frosting and smear.

About Carvel

The nation’s first retail ice cream franchise, Carvel manufactures uniquely shaped ice cream cakes, and provides premium soft serve and hand-dipped ice cream products. The company has more than 570 franchised and foodservice locations serving delicious, high-quality cakes, novelties, cups, cones, sundaes and shakes. In addition, the company sells its famous ice cream cakes through over 8,500 supermarkets.

About Cinnabon[®]

Founded in Seattle in 1985, Cinnabon[®], Inc. is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon currently operates more than 650 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations and travel plazas.

About FOCUS Brands

FOCUS Brands Inc. is the franchisor and operator of over 1,350 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 31 foreign countries under the brand names Carvel[®], Cinnabon[®], 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.”

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