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NEWS RELEASE

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Best-Loved Ice Cream Cake and World's Favorite Monkey Leap to the Movie Screen

Time-honored classics, Carvel Ice Cream and Curious George, team up to promote the February 2006 premiere of the Curious George movie

(PITTSBURGH, January, 2006) – Who hasn't been charmed by Curious George? No matter what your age, Curious George, through one (mis)adventure after another, has surely captured your heart. This inquisitive monkey has been a favorite for over 60 years because of his irresistible qualities of ingenuity, opportunity, determination and curiosity for learning and exploring. That's why Carvel, the original all ice cream cake, and Universal Studios have formed a partnership to promote the February 10, 2006, release of the *Curious George* movie.

Starting January 22, consumers purchasing select Carvel ice cream cakes from participating supermarkets or a Curious George treat from a Carvel store have an instant chance to win one of four prizes with the Curious George instant win game piece included in each product.

Prizes include a grand prize for a trip for four to a Universal® Pictures World Premiere in Hollywood, CA, 75 first prizes of the Curious George™ video game for PlayStation®2 computer entertainment system, 25 Curious George™ gift packs or 4,000 Curious George™ bean bag toys.

"Curious George has been an appealing icon to parents and children alike for over 60 years. The movie release was a perfect fit for Carvel," said Steve Romaniello, President and CEO of FOCUS Brands, Inc., parent company of Carvel. "Since 1934, families have been enjoying the great taste of Carvel. These two originals continue to make people of all ages happy."

In conjunction with the theatrical release, Carvel and Namco Hometek Inc. have partnered to promote a new interactive video game based on the adventures of Curious George. The Carvel logo will be featured in several levels.

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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 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 supermarket 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. For more information visit www.carvel.com.

Universal Pictures

Universal Pictures established Universal Home Entertainment Productions in February 1998 to create entertainment with broad, global appeal for all audiences. UHEP is involved in the development and production of live action and animated made-for-video movies and live action family and animation television programs. Universal Cartoon Studios (UCS) is UHEP's animation production facility. In addition to television and video titles, UCS produces a variety of other products such as the upcoming theatrical feature *Curious George* for Universal Pictures, as well as such recent projects as the animated short for the Spiderman attraction at Islands of Adventure and the animated theatrical short *The Fox, The Box and The Lox* from a never-produced Fractured Fairytales script, which was part of the original *Rocky and Bullwinkle Show*. For more information visit www.universalstudios.com.

MatchPoint Marketing

MatchPoint Marketing, a wholly owned subsidiary of Acosta, Inc., is a full-service consumer promotions agency that partners with consumer packaged goods (CPG) manufacturers and retailer clients to create strategic promotions, advertising and marketing programs. The programs are instrumental in generating consumer awareness, building brand equity and increasing sales. Headquartered in Pittsburgh, PA, MatchPoint offers clients a distinctive competitive edge for promotional campaigns. For more information on MatchPoint visit www.matchpointmarketing.com or call 412-494-2468.