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Raising Money is a Piece of Carvel® Ice Cream Cake

– Maker of America’s freshest ice cream invites customers to sell the company’s famous ice cream cakes and eat them, too –

Atlanta (April 18, 2006) – Tired of selling chocolates? Sick of washing cars? For organizations needing a change of pace when it comes to raising money, Carvel® Ice Cream’s new fundraiser is as easy as pie – or in this case, cake.

“Carvel’s new fundraising program provides the icing on the cake for nonprofit groups looking for new and creative ideas,” said Steve Romaniello, president and CEO of FOCUS Brands, parent company of Carvel. “We are always looking for ways to give back to our local communities, so our easy-to-execute program and high quality products will undoubtedly be a win-win for everyone involved.”

Carvel’s new fundraising program is easy to understand, and it makes earning money easy, too. The company has created five certificates for five different sizes of its famous ice cream cakes, which are made of the company’s premium vanilla and chocolate ice cream, layered with its famous chocolate crunchies, and covered with creamy whipped frosting. Participating stores sell the certificates to local organizations, which the groups then up-sell to customers, yielding a profit per certificate sold.*

If monetary success isn’t enough to entice an organization to raise money with Carvel, here’s the scoop on other benefits of the company’s fundraiser:

- ~ Fresh, quality product perfect for any occasion;
- ~ No product preparation or handling;
- ~ Quick transactions;
- ~ Something new and fun for the whole community.

Visit www.carvel.com to find the store nearest you and inquire about fundraiser participation in your area *

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. 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 approximately 540 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.

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About FOCUS Brands™

FOCUS Brands Inc. is the franchisor and operator of over 1,300 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 28 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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* Participation and all pricing varies by individual franchised locations.