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Carvel Enters New Markets in CA, OH, and AR as Strong Franchise Sales Growth Continues for 3rd Quarter

-- Company enters new markets in San Diego, Cincinnati, and Little Rock as transformation from a regional brand to a national player moves forward --

Atlanta, GA (October 8) – As Carvel celebrates 70 years of sweet success, the nation’s first retail ice cream franchise announced today continued aggressive franchise sales growth during the third quarter of 2004 by granting 33 new franchise licenses and opening 28 new locations. As the company enters new markets in California, Ohio, and Arkansas, transformation from a regional brand to a national player moves forward as part of Carvel’s strategic development.

The 33 new individually signed locations will all open soon in Enterprise, AL; Phoenix (2), AZ; Azusa, Carlsbad (2), and Simi Valley, CA; Brandon, Jacksonville, Lithia, FL; Atlanta and Kennesaw, GA; Montgomery County, MD; Commerce Township, Rochester Hills (2), and Sterling Heights, MI; Cape May, and Princeton, NJ; Queens (2), NY; Concord and Raleigh (2), NC; Las Vegas (2), NV; Mentor, Stowe, OH; Newton Square, PA; Collin County, Cypress, and Travis County, TX; and Norfolk, VA;

In addition, the 28 new open locations include Little Rock, AR; Chandler and Phoenix, AZ; San Diego, CA; Miami and Orange Park, FL; Cumming, Duluth, and Suwanee, GA; West Des Moines, IA; Cary, Charlotte, Concord, and Raleigh, NC; Bergen and Martinsville, NJ; Brooklyn (2), Florida, and Ridgewood, NY; Cincinnati, OH; Dorado, Gurabo, and San Juan, PR; Carrollton, Hurst, and San Antonio, TX; and Eau Claire, WI.

Ranked #79 in Entrepreneur Magazine’s 2004 Franchise 500, Carvel has signed 132 individual locations to date thru 2004, as well as opened 67 new locations. Carvel products are now available in 34 states, Washington, D.C., and Puerto Rico.

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 70-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 480 franchised and food service locations and sells its famous ice cream cakes through over 7,500 supermarkets outlets. The Company is based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT.

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