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Contact: Jennifer Waller
Carvel Corporation
404-705-2046
jwaller@carvel.com

An Old Favorite Returns to Carvel: Thinny Thin

-- Ice cream franchisor launches phase one of a healthier lifestyle approach with a "better for you" product line --

Atlanta, GA (July 19, 2004) – Carvel Corporation, the nation’s first retail ice cream franchise, announces the launch of its healthier alternative product line called “Thinny Thin” which includes a No Fat ice cream and a No Sugar Added ice cream. Now available at all participating Carvel locations, the quirky name was invented by founder Tom Carvel back in the 1970’s, and used to describe Carvel’s original low fat ice cream. Today, Carvel is bringing back this fun and sassy name as an umbrella for the franchisor’s entire “better for you” line that features the healthier ice creams in Carvel’s fountain, novelty, and cake menu items, as well as a variety of healthy toppings to tempt your taste buds. In addition, the company is currently testing a reduced carb product that will keep Carvel top of mind for those high protein dieters.

With the nation’s obesity figures reaching record heights, this new product line is part of Carvel’s overall strategy to support a healthier lifestyle, and continue its role as an innovator in the ice cream industry. The company has revised their menu boards to encourage customers to ask for nutritional information, as well as created a facts & figures brochure available in all participating Carvel locations. Finally, the company will be launching a corporate cause later this year to raise awareness among children and their parents of the importance of physical fitness and a healthy balanced diet including treats in moderation.

The 70-year-old ice cream company is currently undergoing an aggressive nationwide expansion plan. Recently ranked #79 in Entrepreneur Magazine’s 2004 Franchise 500, the company is experiencing record franchise sales growth in new markets such as Texas, California, and Nevada. 2004 expansion plans call for opening an average of one store every four days, and signing one new location every other day.

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

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