

**FOR IMMEDIATE RELEASE**

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**Carvel Ice Cream Announces Record Franchise Sales Growth;  
Highest in Company's 70 Year History**

*-- Incredible franchise demand causes unprecedented growth as Company enters new markets in California, Virginia, and Texas --*

**Atlanta, GA (May 11)** – As Carvel celebrates 70 years of sweet success, the nation's first retail ice cream franchise announced today record franchise sales growth during the first trimester of 2004 by granting 73 new franchise licenses and opening 15 new locations. These outstanding results stem from the company's continued efforts to reinvigorate the brand image through a new store prototype; 20+ new products including a fresh baked waffle program and new hand dipped flavors; and an extensive franchise support system.

The 73 new individually signed locations will all open soon in Bessemer, AL; Anthem and Tatum, AZ; Agoura Hills, Goleta, Orange County, and Valencia, CA; Brandon (2), Jacksonville, Orlando (10), Port St. Lucie, and Seacrest, FL; Duluth, GA; West Des Moines, IA; Baltimore County, Towson and Waldorf, MD; Oakland County, MI (2); Henderson (2), NV; Pennington, NJ; Bronx, Elmhurst, Florida, Jamaica, New York, Queens, and Staten Island (2), NY; Charlotte, Julian, Pineville, and Winston Salem, NC; Omaha, NE; Mullica Hills, Plainsboro, Poughkeepsie, and Seaside Heights, NJ; Montgomery County, PA; Puerto Rico; Myrtle Beach and Summerville, SC; Allen (2), Collin County, Dallas County, Denton, Euless, Frisco, McKinney, Plano, Richardson, San Antonio, and Tarrant, TX; Ashburn, Chesapeake, Fairfax, Reston, and Sterling, VA; and Morgantown, WV.

In addition, the 15 new open locations include Bradenton, FL; Dunwoody, Smyrna, and Statesboro, GA; Geneva, IL; Las Vegas, NV; East Meadow, Jackson Heights and Scarsdale, NY; Charlotte, Greensboro, Harrisburg, and Wilmington, NC; Myrtle Beach, SC; and Arlington, VA.

“A family favorite since 1934, Carvel is proud of our growth efforts to date, and delighted with the demand that our brand is generating,” said Steve Romaniello, president and CEO of Carvel Corporation. “As we maintain our stronghold in our core markets, as well as introduce new markets to our delicious high quality concept, we will continue to capitalize on our tremendous brand recognition and consumer loyalty, and aggressively pursue our goal of 1,000 locations within the next three to four years.”

**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 460 franchised and food service locations and sells its famous ice cream cakes through over 6,300 supermarkets outlets. The Company is based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT.

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