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**Carvel Ice Cream Celebrates 500th Location as Newest Store
Opens in Valley View, OH**

-- Milestone reached in newly created FOCUS Brands as aggressive expansion effort continues --

Atlanta, GA – Carvel Corporation announces the opening of its 500th store located in Valley View, OH. The occasion will be marked on January 29th during the store’s official grand opening celebration, and becomes the 85th new Carvel outlet to open during 2004. There are two additional stores in the Cleveland market located in Brunswick and Parma, all opening within the past nine months, and three more stores scheduled to open during the coming year.

“Opening our 500th location is a momentous achievement, and an inspiring testament to the passion and dedication of our franchisees and associates,” said Carvel President and CEO Steve Romaniello. “Celebrating this occasion in a new market makes this success even sweeter as the realization of becoming a nationwide brand becomes one step closer.”

The new location represents a milestone for the company, which has undergone an intense revitalization since being purchased in late 2001 by Roark Capital Group. Now part of newly created FOCUS Brands, an affiliate of Roark and the parent company for Carvel, Cinnabon, and the international division of Seattle’s Best Coffee, the 70 year old ice cream brand has achieved record franchise sales results over the last three years with over 400 new signed franchise agreements, representing a compound annual growth rate of 182%. In addition, the company has opened 169 outlets since the purchase.

Carvel is known for its ice cream cakes layered with chocolate crunchies, and premium soft serve ice cream, as well as a wide variety of hand dipped flavors, take home novelties, and fountain style products including cups, cones, sundaes, shakes, and smoothies.

The 500th location was opened by franchisees David and Marti Brisky, and is located at 8111 Rockside Road in the quaint Thornburg Station retail complex situated along the Cuyahoga River and the Ohio & Erie Canal.

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 500 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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About FOCUS Brands

FOCUS Brands Inc. is the franchisor of over 1,200 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 37 foreign countries under the brand names Carvel[®], Cinnabon[®], and the franchisor of Seattle's Best Coffee[®] in Hawaii, on military bases and internationally. FOCUS Brands primary objective is to "FOCUS on making its constituencies happy."

Seattle's Best Coffee[®] is a registered trademark of Seattle's Best Coffee, LLC.

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