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**Carvel Ice Cream Enters the World of Mobile Marketing with the Arctic Summer Sweepstakes**

*- The leader in premium soft serve targets a new audience with a new approach -*

ATLANTA, GA. (May 8, 2008) – You’ve read his blog on MySpace, you’ve asked to be his friend on Facebook, he sends you emails from his own personal email address, and now all you have to do is text his name to 78247 and because you are BFF’s he will totally text you back.

The nation’s favorite spokeswhale, Fudgie, is breaking into mobile marketing with Carvel’s Arctic Summer Sweepstakes. He is asking consumers to text “FUDGIE” to 78247 to receive a coupon for one of the new blended coffees or Arctic Blenders and a chance to win one of five 42” TVs. Additionally, consumers can visit [www.carvel.com](http://www.carvel.com) and play a virtual matching game for a chance to win a technology package that includes a 42” flat screen TV, surround sound system and HD DVD player, or \$2,500; a laptop computer, or \$1,000; or an 8GB MP3 player, or \$250.

“We have done a great job connecting with a new demographic with some of our online efforts including MySpace and Facebook,” explains Gary Bales, president of Carvel Ice Cream. “Our consumers have been able to get engaged with the brand and get to know a different side of Fudgie the Whale – a side that is slightly more quick-witted and irreverent – with some of these online vehicles. Mobile marketing seemed like a logical next step in connecting with our younger, more tech-savvy consumers.”

“We worked with Brand Movers® on developing a text messaging program where consumers could opt in to receive future text alerts from Carvel, but would not be subject to spam on their cell phones,” explains Lori Peterson, director of marketing for Carvel Ice Cream. “It was important that participants receive instant gratification which is why all ‘texters’ receive a coupon immediately, even if they are not winners of the sweepstakes. Of course, we also considered the fun-factor with this promotion. The online matching game is just fun enough to distract you a little while during work, but not distracting enough to get you fired.”

Carvel, the nation’s first retail ice cream franchise known for its premium soft serve ice cream and uniquely shaped ice cream cakes, brought Fudgie the Whale™, formally just a popular Carvel cake, to life when he was officially named Carvel’s spokeswhale in January 2007. Carvel is encouraging consumers to participate in the Arctic Summer Sweepstakes from now until July 31, 2008.

**About Carvel® Ice Cream**

The United States’ first retail ice cream franchise, [Carvel® Ice Cream](http://www.carvel.com) has become one of the best-loved and most recognized names in its industry. The company is a leading provider of premium soft serve and hand dipped ice cream products, as well as the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes. Carvel currently operates over 500 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.

**About FOCUS Brands Inc.®**

FOCUS Brands Inc. is the franchisor and operator of over 2,200 ice cream stores, bakeries, restaurants, and cafes in the United States, the District of Columbia, Puerto Rico, and numerous foreign countries under the brand names [Carvel® Ice Cream](http://www.carvel.com), [Cinnabon®](http://www.cinnabon.com), [Schlotzsky’s®](http://www.schlotzskys.com), [Moe’s Southwest Grill®](http://www.moes.com), 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.” Please visit [www.focusbrands.com](http://www.focusbrands.com) to learn more.

