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Happy Tastes Like New Carvel[®] Ice Cream Cupcakes

– Have some fun and pick from individual servings, boxed novelties or cakes –

Atlanta (Sept. 7, 2007) – What do you get when you put America’s freshest soft serve ice cream on top of cupcakes? Ent“icing” new treats from Carvel[®] Ice Cream, that’s what! Now through Feb. 28, 2008, participating U.S. and Puerto Rican locations are offering Carvel ice cream cupcakes as yet another way for customers to make parties, catered events or any given day special and fun.

Each cupcake features moist yellow cake topped with Carvel’s famous soft serve ice cream and a variety of toppings such as Carvel’s signature whipped topping, its proprietary Brown Bonnet[®] hard-shell chocolate coating, milk chocolate fudge and rainbow or confetti sprinkles.

The cupcakes are available as individual servings, boxed novelties or grouped together to form extra-entertaining round or sheet cakes that don’t require cutting – just pick the cupcake you want, pull it and voila! – there’s your piece of, well, cake.

“Whether it’s because of their nostalgic nature or the fact that you can eat them with your hands, there’s something about cupcakes that screams happiness,” said Gary Bales, president of Carvel. “Since Carvel is what happy tastes like, customers are sure to scream for our new ice cream cupcakes anytime they want to have fun.”

About Carvel[®] Ice Cream

The United States’ first retail ice cream franchise, Carvel[®] Ice Cream has become one of the best-loved and most recognized names in its industry. The 73-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 570 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 2,100 ice cream stores, bakeries, restaurants, and cafes in the United States, the District of Columbia, Puerto Rico, and 32 foreign countries under the brand names [Carvel[®]](#), [Cinnabon[®]](#), [Schlotzsky’s[®]](#), [Moe’s Southwest Grill[®]](#), 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 to learn more.

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