



**FOR IMMEDIATE RELEASE**

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**Customer Appreciation Day Means a Free Oreo Lil' Rounder at Carvel**

*- Join Carvel on September 24 from 3 pm until 7 pm to celebrate YOU -*

**ATLANTA, Ga. (September 9, 2009)** – Carvel Ice Cream is inviting guests to enjoy a free Oreo® Lil' Rounder on September 24 from 3 p.m. until 7 p.m. for Customer Appreciation Day at participating locations.

Carvel's new Oreo Lil' Rounders, which are made with rich, creamy vanilla soft serve ice cream sandwiched between two Oreo wafers, are breaking away from the standard 18 pack for an afternoon. Carvel is giving each guest a chance to try one of Carvel's latest, greatest novelties free of charge; no strings attached.

“There is no doubt that it has been a tough year, but our franchisees can't say enough about the loyal and supportive customers that have remained devoted even during these hard times,” explains Lori Peterson, vice president of marketing for Carvel Ice Cream. “We are very fortunate to be a part of a brand that has withstood 75 years of economic ups and downs and there is no way that would have been possible without our dedicated Carvel fans. This day is really about saying thanks to our guests, both old and new.”

While the product is not a limited time offer, the introductory price is. Only on September 24, Oreo Lil' Rounder 18 packs can be purchased at any participating Carvel location for \$9.99. Carvel has over 500 locations in 25 states. To find a location, visit [WWW.CARVEL.COM](http://WWW.CARVEL.COM).

**About Carvel Ice Cream**

The United States' first retail ice cream franchise, [Carvel Ice Cream](http://CarvelIceCream.com) has become one of the best-loved and most recognized names in its industry. Known for premium soft serve, hand dipped ice cream products, novelties and 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. Atlanta based Carvel is apart of [FOCUS Brands, Inc.](http://FocusBrands.com) the franchisor of [Carvel® Ice Cream](http://CarvelIceCream.com), [Cinnabon®](http://Cinnabon.com), [Schlotzsky's®](http://Schlotzskys.com), [Moe's Southwest Grill®](http://MoesSouthwestGrill.com), and of Seattle's Best Coffee® on military bases and in certain international markets.

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