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Hot and Cold, Together at Last: New Hot Crunch Sundaes from Carvel® Ice Cream
– Current promotion also features seasonal hand-dipped flavors, including Cinnabon® Ice Cream –

Atlanta (Oct. 2, 2007) – Who says fall and winter are too cold for ice cream? Not Carvel® Ice Cream! Now through Feb. 28, 2008, participating U.S. and Puerto Rican locations are offering two new Hot Crunch Sundaes to warm the hearts and taste buds of customers during the colder months.



The Hot Berry Crunch Sundae contains Carvel’s fresh vanilla ice cream, famous vanilla crunchies, and a warm mixture of berries, garnished with whipped cream and black raspberry drizzle, and served in a freshly baked waffle bowl.

There’s also a Hot Apple Crunch Sundae, which includes warm apples topped with caramel sauce and coated with Makara® Cinnamon, the signature spice used in the world famous cinnamon rolls from Cinnabon® Inc.



To further tempt customers, participating locations will also serve seasonal favorite hand-dipped flavors such as Harvest Apple Crunch, Pumpkin Spice and Eggnog, along with the return of the much awaited Cinnabon Ice Cream, which features Carvel’s fresh vanilla ice cream mixed with white pound cake chunks and Cinnabon’s signature Makara Cinnamon and cream cheese frosting.

“Blending our vanilla ice cream and crunchies with warm fruit and syrups in freshly baked waffle bowls makes for some uniquely delicious Hot Crunch Sundaes that are perfect for cooler weather,” said Gary Bales, president of Carvel. “Between these scrumptious desserts and our seasonal flavors that spark ‘warm fuzzy feelings,’ we’ve got plenty of new options for guests to fall in love with.”

For more information or to find the Carvel store nearest you, visit www.carvel.com.

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 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®](http://www.carvel.com), [Cinnabon®](http://www.cinnabon.com), [Schlotzsky’s®](http://www.schlitzsky.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 to learn more.