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TCBY® GETS A NEW LOOK, ALONG WITH A MENU THAT'S ALL ABOUT THE GOODNESS OF YOGURT

The famous frozen yogurt maker chooses Little Rock – the city where it all began – to unveil a new store design and an updated menu with delicious and indulgent offerings that are also “better for you”

LITTLE ROCK, AR (September, 2007) – The first TCBY store opened in Little Rock back in 1981. Now more than 25 years later, the famous frozen yogurt maker has chosen the place of its founding to unveil a new look for its stores and an updated menu intended to delight customers with delicious frozen treat and smoothie options that are also better for you.

The new interior store design builds upon the brand's reputation as “The Country's Best Yogurt®,” but offers consumers a more contemporary store environment with a color scheme that feels light, refreshing and healthy.

“Our proud heritage began over 25 years ago in Little Rock where we opened our very first store,” said David Hall, Vice President of Marketing for TCBY. “Ever since, we've been delighting and surprising consumers with great tasting, indulgent frozen treats that are also ‘better for you.’ With our new interior store design, we're also giving consumers a more contemporary place to enjoy all the delicious menu options we now offer.”

TCBY's updated menu reflects a renewed focus on what the company does best – serve the goodness of frozen yogurt in ways that are delicious, indulgent, and better for you. Every swirl of TCBY soft serve frozen yogurt and every scoop of TCBY hand-scooped frozen yogurt now contains the healthy goodness of seven types of live, active yogurt cultures – more types of live, active cultures than the leading brand of fresh yogurt sold in the United States. TCBY frozen yogurt also provides a healthy dose of calcium, protein and vitamin D.

Studies suggest that live, active cultures may help strengthen the immune system and provide other benefits such as improved digestion and better absorption of nutrients. Studies also show that calcium may help promote weight loss and plays a role in strengthening bones.

New to TCBY's revamped menu is a line of premium fruit and yogurt smoothies called Beriyo™. A blissful blend of real fruit and *The Country's Best Yogurt*®, Beriyo yogurt smoothies are fresh, convenient and delicious any time of the day. Flavor offerings include Mondo Mango, Straight-up Strawberry, Berrylicious, or Black N' Blueberry—just to name a few—and every Beriyo smoothie is made fresh for customers, with real fruit and TCBY premium yogurt.

The nationwide rollout of Beriyo yogurt smoothies in participating TCBY stores across the country is a natural fit for *The Country's Best Yogurt*, answering a real consumer desire for smart and delicious meal and snack choices. In fact, market trends suggest that smoothies have never been more popular with American consumers. According to research firm Mintel Reports, sales of made-to-order and packaged

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smoothies exceeded \$2 billion – up 80 percent since 2002. And as the national leader in frozen yogurt, TCBY is uniquely positioned to offer its customers the best tasting yogurt smoothie, with all the healthy goodness of real fruit and premium yogurt.

Another recent addition to the TCBY menu is a delicious line of hand-scooped frozen yogurt, available by the scoop or in convenient, pre-packed quarts and made with either 96 percent fat-free or no sugar added frozen yogurt. When compared with a leading brand of ice cream¹, TCBY's delicious, creamy hand-scooped frozen yogurt has:

- 54% fewer calories, including 79% fewer calories from fat;
- 78% less total fat and 80% fewer saturated fats;
- 77% less cholesterol;
- 27% fewer carbohydrates; and
- 14% less sodium.

“TCBY's found ways to serve the goodness of yogurt in an exciting line of frozen treats and smoothies,” said Hall. “Whether you're focused on healthy eating – or just fun – there's something for everyone.”

Based in Salt Lake City, TCBY has been a frozen treats product innovator from the day its first shop opened in Little Rock, Arkansas in 1981. The great-tasting, low-fat frozen yogurt concept received an enthusiastic response from an increasingly health-conscious public. With more than 1,000 locations both in the United States and internationally, TCBY has long been a healthier alternative for consumers looking for a treat or snack. To visit TCBY's Web site, please go to www.TCBY.com.

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To arrange for a visit to TCBY's redesigned store in Little Rock or to request images of the new store design, please call Cheryl Wortzel at 212.352.4653. Local store operators and TCBY representatives are also available for interview.

¹ Comparison based on 4-oz serving of our Vanilla Bean 96% fat free yogurt (120 calories) versus 4-oz serving of vanilla ice cream of the leading away-from-home brand (260 calories as reported by their nutritional information).