

Media Contact:

Rachel Cone-Gorham

rcone-gorham@limeprpromo.com

212.337.4560

TCBY Offers Free Store in Contest

Frozen yogurt chain TCBY announces This Could Be Yours, The Great TCBY Store Giveaway

PRESS RELEASE: Salt Lake City, August 12, 2009 -- TCBY, The Country's Best Yogurt for over 25 years, announces today that come early 2010, one lucky person from one lucky town will win a brand new TCBY store for free! For all those entrepreneurs out there who've ever thought about starting their own business, or those looking for a career change or fresh start, this is a once in a lifetime opportunity to become part of an iconic brand.

During the fall of 2009, TCBY will begin the This Could Be Yours, The Great TCBY Store Giveaway, a nationwide search to find one person who can continue the tradition started in 1981 of serving the country's best frozen yogurt. Those interested in winning the brand new TCBY store will be asked to submit a short video to TCBY explaining why they should be the recipient of this delicious gift, and where the next TCBY should be!

"There is no question that running your own business and being your own boss is an exciting prospect for many people. Joining the TCBY family means that you can do this with the support of a time tested frozen yogurt brand that truly is the country's best," explained Michael Ward, President of TCBY. "So we're encouraging anyone interested in owning their own TCBY to start thinking about their video submissions now!"

Videos will be judged on creativity, presentation and the submitter's ability to answer the question "why you and why your town"? TCBY will roll out the official contest and begin collecting videos on October 5, 2009. In the meantime visit TCBY.com for the latest details.

When asked why TCBY, why now, Steve Willes, Director of Marketing at TCBY said, "With the current economic climate, what better time to encourage people to make their professional and personal dreams come true!"

About TCBY

Based in Salt Lake City, TCBY has been a frozen yogurt 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 800 locations both in the United States and internationally, TCBY has long been a healthier alternative for consumers looking for a treat or snack. To learn more check out www.TCBY.com.

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