



FOR IMMEDIATE RELEASE

Contact: Jennifer McLaughlin
FOCUS brands
404-705-2046
jmclaughlin@focusbrands.com

**FOCUS Brands Announces 2005 Results and 2006 Plans as
Multi-Brand Platform Finalizes Development**

-- Multi-branded company concludes integration and lays strategic foundation for "FOCUS Five" initiative --

Atlanta, GA (January 27) – FOCUS Brands, the franchisor and operator of over 1,300 ice cream stores, bakeries, and cafes under the brand names Carvel[®], Cinnabon[®], and the franchisor of Seattle's Best Coffee[®] in certain international markets, announces impressive results for 2005. The company opened 82 Carvel locations, 72 Cinnabon locations, and 26 Seattle's Best Coffee locations worldwide, and granted 77 individual Carvel franchise agreements and 80 Cinnabon franchise agreements. In addition, Celebration Foods, FOCUS Brands' packaged goods business, continued its rapid growth in over 40 states with leading supermarkets, club stores and super centers, along with exciting new ice cream cakes through an exclusive licensing agreement using M&M'S[®] and SNICKERS[®].

"We are proud to report both Carvel and Cinnabon performed well during 2005," said president and CEO Steve Romaniello. "Celebrating its first full year as an integrated company, FOCUS Brands accomplished critical elements such as remodels and co-branding tests that will position us well for growth in 2006 and beyond. Called the 'FOCUS Five', our vision is to have five brands with 5,000 happy, successful franchisees within five years."

2005 highlights for Carvel included the completion of 93 remodels, bringing "The Carvel of the Future" new store prototype design (introduced in 2003) to almost 50% of the system; as well as the successful product introductions of Cake Mix Carvelanches[™] and Sundae Dashers[™]. For Cinnabon, 2005 marked the delicious launch of Cinnabon Bites[™] and the frozen beverage line Chillattas[™], leading to the best year in several for comparative store sales.

Building on 2005's pleasing performance, FOCUS Brands' plans for 2006 include:

- Continue building on FOCUS Brands' growth momentum by opening 200 successful new locations.
- Finalize co-brand testing initiative for new and existing franchisees, and launch formal program.
- Implementing new technology to allow for more efficient and consistent operations in our bakeries.
- Continue growing the ice cream cake category in food stores through product innovation and movie tie-ins, as well as expanding the Carvel[®] brand into new markets.
- Acquire additional company to grow our family of brands.

About FOCUS Brands

FOCUS Brands Inc. is the franchisor and operator of over 1,300 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 30 foreign countries under the brand names Carvel[®], Cinnabon[®], and the franchisor of Seattle's Best Coffee[®] in Hawaii, on military bases, and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy."

Seattle's Best Coffee[®] is a registered trademark of Seattle's Best Coffee, LLC.
M&M'S[®] and SNICKERS[®] are registered trademarks of Mars, Incorporated and its affiliates. © Mars, Inc. 2005.

###