

FOR IMMEDIATE RELEASE

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FOCUS Brands Names Greg Regian as Chief Marketing Officer, Mike Shattuck as Senior Vice President of International, Jocelyn Blain as Senior Vice President of Development Services, Kathryn Rookes as Senior Vice President of Legal, and Jim Salerno as Vice President of Carvel Operations

– Enhanced organization structure ensures franchisees receive most effective and efficient resources possible –

Atlanta (November 5, 2007) – FOCUS Brands, the franchisor and operator of over 2,100 ice cream stores, bakeries, restaurants, and cafes under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#), and Seattle's Best Coffee® International, announced today the promotions of Greg Regian to Chief Marketing Officer, Mike Shattuck to Senior Vice President of International, Jocelyn Blain to Senior Vice President of Development Services, Kathryn Rookes to Senior Vice President of Legal, and Jim Salerno to Vice President of Carvel Operations.

“We are proud to recognize these outstanding individuals,” said FOCUS Brands’ President and CEO Steve Romaniello. “These seasoned executives have brought exceptionally strong franchise expertise and leadership skills to FOCUS Brands, and I look forward to them playing even greater roles as we continue to grow into a national and international player.”

Greg Regian, Chief Marketing Officer

Greg Regian came to Schlotzsky’s in May 2005 to manage the Company’s branding and marketing efforts. With more than 30 years of marketing and advertising experience, Greg has won more than 200 national, regional, and local industry honors through his roles as strategist, executive creative director, and writer. Since joining the Schlotzsky’s team, he has played an integral role in developing some of the brand’s most successful promotions, including the Angus Beef Round-Up and the Winning Combination Summer Promotion. In his new role, he will lead FOCUS Brands’ domestic marketing, brand strategy, and communication effort across all of our brands.

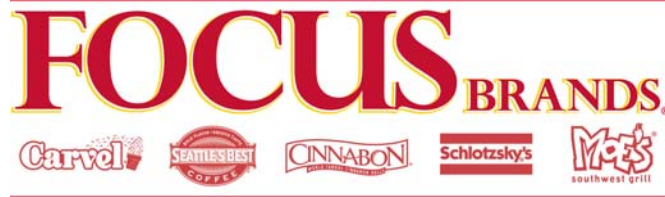
Mike Shattuck, Senior Vice President of International

As the 2007 recipient of the FOCUS Brands Leadership Award, Mike Shattuck brings more than 30 years of foodservice knowledge and 25 years of international development experience to the company. Before joining the Cinnabon and Seattle’s Best Coffee International families in 2000, he worked in a variety of operations positions at companies such as Burger Chef, Hardee’s and Popeye’s Fried Chicken. In his new role, Mike will lead all aspects of FOCUS Brands’ international operations for all of our concepts.

Jocelyn Blain, Senior Vice President of Development Services

Jocelyn Blain was named vice president of development services in November 2004 to lead the real estate and store development teams of Carvel and Cinnabon. Prior to joining FOCUS Brands, Jocelyn was with Cinnabon where she led the development services team since 2000. She has held design and construction project management positions with Church’s Chicken and the restaurant division of PepsiCo, where she completed the initial designs for the Taco Bell-KFC co-brand in 1993. An architect by profession, Jocelyn has over 20 years’ experience in the design-build industry. In her new role, Jocelyn will lead all aspects of FOCUS Brands’ development, including franchise sales, real estate, store development, and concept development.

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Kathryn Rookes, Senior Vice President of Legal

Kathryn Rookes joined Carvel in 2002 as vice president of legal. With over 17 years of experience as a franchise attorney, Kathryn is one of only two known franchise attorneys in the United States who has served as in-house counsel, outside counsel, and as part of a government regulatory agency. She is also a Certified Public Accountant. In her new role, Kathryn will continue to oversee franchise administration as well as legal services.

Jim Salerno, Vice President of Carvel Operations

Jim Salerno joined Carvel in 1998 as a District Manager, and grew his responsibilities through the years including positions as a Franchise Consultant, Regional Director, and Regional Vice President. Prior to Carvel, Jim held various operations, training, and human resources positions with Hilton Hotels, Uno Restaurant Corp, and Nathan's Famous. In his new role, Jim will oversee all aspects of Carvel's franchise operations function.

About FOCUS Brands

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®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#), 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.

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