



FOR IMMEDIATE RELEASE

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FOCUS Brands Inc. Names Gary Bales as Chief Concept Officer

ATLANTA (Jan. 19, 2011) – FOCUS Brands Inc., the franchisor and operator of more than 3,300 ice cream stores, bakeries, restaurants and cafes, announced today that Gary Bales has also been named Chief Concept Officer. In addition to his role as President of Carvel, Gary will now oversee Creative Services, Supply Chain and all Brand Licensing initiatives for both Consumer and Foodservice.

FOCUS Brands consists of Auntie Anne's[®], Carvel[®], Cinnabon[®], Schlotzsky's[®], Moe's Southwest Grill[®] and Seattle's Best Coffee[®] International. Gary will be assuming this new position in addition to his existing role as President of Carvel.

Gary joined Carvel in 2002 from TCBY, a division of Mrs. Fields Famous Brands. Upon FOCUS Brands' acquisition of Cinnabon in 2004, the 30-year hospitality veteran has led all marketing and strategic planning for both Carvel and Cinnabon. During his tenure at Carvel, Gary was a key player in the 2003 new store prototype development, yearly ROI (Refresh Our Image) programs, multiple dynamic marketing/advertising campaigns, and numerous new menu developments. Prior to Mrs. Fields, Gary owned and operated 21 franchise Zuka Juice smoothie locations. He has served in various roles, including executive vice president of marketing and new concept development for the Summit Family Restaurant Group, as well as roles with Ponderosa and Bob's Big Boy.

"Gary has been an integral part of the Carvel and Cinnabon teams for many years now," said FOCUS Brands CEO Russ Umphenour. "We look forward to utilizing Gary's expertise in other areas of our businesses for all of our great brands."

About FOCUS Brands

FOCUS Brands Inc. is the franchisor and operator of more than 3,300 ice cream stores, bakeries, restaurants, and cafes in 47 states and 42 countries under the brand names, [Auntie Anne's[®]](#), [Carvel[®]](#), [Cinnabon[®]](#), [Schlotzsky's[®]](#), [Moe's Southwest Grill[®]](#), and the franchisor of Seattle's Best Coffee[®] on certain 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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