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FOCUS Brands Inc.® Announces Recent Worldwide Achievements and Upcoming International Developments

*– Existing master franchise partners add Schlotzsky's® to their portfolios –
– Cinnabon®, Inc. signs new master franchise partner for the United Kingdom –*

Atlanta (Feb. 14, 2008) – FOCUS Brands Inc.®, parent company of Carvel® Ice Cream, Cinnabon®, Inc., Schlotzsky's®, and Moe's® Southwest Grill, and franchisor of Seattle's Best Coffee® on military bases and in certain international markets, continues to place significant emphasis on its international business and currently operates more than 520 foreign locations in 32 countries across its five concepts.

“Between high quality brands that translate well overseas, a dedicated team of internal experts, and outstanding franchise partners in regions all over the globe, we’re excited about our recent accomplishments abroad, as well as what’s in store for our international department in 2008 and beyond,” said Steve Romaniello, president and CEO of FOCUS Brands.

Several existing partners are scheduled to open Schlotzsky's locations throughout the year, including Food and Entertainment Company in Saudi Arabia, Al Olayan General Trading Co. Ltd. in Kuwait, Cinnabest Retail Ltd. in South Africa, and Jana for Restaurants Management PSC in Jordan. FOCUS Brands acquired the 36-year-old quick casual chain known for gourmet sandwiches, paninis, pizzas, salads, soups, wraps, and desserts in November 2006.

“We’re thrilled that these and other partners recognize the strength of the Schlotzsky's brand and have committed to growing this concept worldwide,” added Mike Shattuck, Senior Vice President of International Operations for FOCUS Brands. “We’re equally enthused about new master franchise partners who have joined the FOCUS Brands family, and we look forward to their developments in the coming years.”

One such partner, Cinnaworld Ltd., has signed a master franchise agreement to open 40 Cinnabon bakeries in the United Kingdom, with their first two locations scheduled to debut in central London in mid 2008. This organization also owns bakeries in South Africa under the Cinnabest Retail, Ltd. entity. “We’ve had great success with our locations in cities such as Cape Town and Johannesburg, among others,” said Rayhaan Hassim, principal owner of Cinnaworld Ltd. and Cinnabest Retail, Ltd. “The Cinnabon brand has solid recognition in the United Kingdom, and since we already have other ventures there, this region is a natural fit for us as we expand our interest in Cinnabon, as well as work with FOCUS Brands to develop a broader presence in Europe.”

Other 2008 international goals entail signing approximately 15 master agreements, including two for the recently acquired Moe's concept, and launching more than 10 new markets.

About FOCUS Brands Inc.®

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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