



**FOR IMMEDIATE RELEASE**

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**FOCUS Brands Welcomes John Barber as Senior Vice President of Franchise Sales**

*- Senior sales executive to lead new business development for multi-concept franchisor -*

**ATLANTA, Ga. (June 8, 2011)** – FOCUS Brands announced today that it has hired John Barber as Senior Vice President of Franchise Sales. The 25-year veteran will oversee new business development for [Carvel® Ice Cream](#), [Cinnabon®](#), Seattle's Best Coffee®, [Schlotzsky's®](#), [Moe's Southwest Grill®](#) and [Auntie Anne's® Pretzels](#).

Barber brings over twenty-five years of franchise sales, marketing, purchasing, and operations experience in various industries and executive positions. In the food and beverage sector, Barber has worked for successful organizations such as Proctor & Gamble, the Pepsi-Cola Company, Hot Stuff Foods Lettieri's, Foodbuy and Manitowoc Beverage Systems.

Most recently, Barber spent four years with Hot Stuff Foods Lettieri's, the franchisor of convenience stores' "On the Go" food concepts, in several executive positions, including Chief Customer Officer, Executive Vice President of Sales and Marketing and Executive Vice President of Development. During his tenure, he led the team in adding more than 400 new franchise and licensed locations, expanded new business channels and licensed locations, and launched a new licensing concept called "Hot Stuff Xpress."

Barber also spent three years as Vice President of Development and Client Services for Foodbuy, LLC, a group purchasing organization, 13 years with Pepsi-Cola Company, most recently as Vice President of Marketing Equipment Management, and three years with Proctor & Gamble as a Unit Manager.

"John is an accomplished foodservice executive who brings a wealth of experience, passion and enthusiasm to FOCUS Brands," said CEO Russ Umphenour. "His ability to build relationships, translate customer insight and strategic planning into progressive sales initiatives, and develop top-producing teams that boost overall profitability makes him a terrific addition to our team."

**About FOCUS Brands**

Atlanta-based FOCUS Brands Inc. is the franchisor and operator of over 3,300 ice cream shoppes, bakeries, restaurants and cafes in the United States, the District of Columbia, Puerto Rico and 50 foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#), and [Auntie Anne's® Pretzels](#) as well as the franchisor of Seattle's Best Coffee® on certain military bases and in certain international markets. Please visit [www.focusbrands.com](http://www.focusbrands.com) to learn more.

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