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**Schlotzsky's® Names Kelly Roddy Brand President**

*- Retail Veteran Joins FOCUS Brands® to Lead 36-Year-Old Sandwich Chain -*

**Atlanta, GA and Austin, TX (Dec. 10, 2007)** – FOCUS Brands® announced today that Kelly Roddy has been named brand president of Schlotzsky's, the choice quick-casual restaurant for the highest-quality sandwiches, pizzas, salads, and soups with over 360 locations nationwide.

Since acquiring the brand in November 2006, FOCUS Brands President and CEO Steve Romaniello has been leading Schlotzsky's while seeking out a growth-oriented, proven leader to take the brand to the next level. With plans to open 50 new Schlotzsky's restaurants in 2008, Romaniello, with the help of a nationwide executive search firm, carefully selected the brand's new president.

"I am confident that Schlotzsky's is in good hands," said Romaniello. "Kelly is an innovative and strategic leader, and he will certainly play a critical role in filling FOCUS Brands' vision of five brands with 5,000 successful units in five years. In addition to his terrific track record of success, his ability to relate to his associates at all levels and his knack for customer service will surely lend to 'making people happy' which is what we at FOCUS Brands strive to do everyday."

Roddy joins Schlotzsky's from H-E-B® Grocery Company, a 102-year-old retailer known for its fresh food and quality products with over 300 locations throughout Texas and Mexico where he served as director of sales and marketing before becoming director of retail operations. Before joining H-E-B, Roddy was vice president and executive director of new business development for Scholastic Corporation, the national book publisher, distributor, and retailer. Prior to that, Roddy spent eight years with Wal-Mart Stores, Inc. in a variety of positions. Currently, he serves on several Boards of Directors including Baylor University's Marketing Board and Hankamer School of Business Board, and the Caritas Board, among others.

"Schlotzsky's is a compelling brand comprised of dedicated and passionate people," commented Roddy. "I am looking forward to a great future with the kind of strategic growth and product and brand innovation that causes the entire industry to stop and take notice."

**About Schlotzsky's®**

Since 1971, Schlotzsky's has been the home of The Original® toasted sandwich. Based in Austin, TX, the menu has evolved with customers' tastes to include the highest quality sandwiches, pizzas, salads, and soups available today. With approximately 365 locations worldwide, Schlotzsky's is the fast-casual choice for a quick, healthful, and fresh dining experience. For additional information and locations near you, visit [www.schlotzskys.com](http://www.schlotzskys.com).

**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](http://www.focusbrands.com) to learn more.

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