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FOCUS Brands Inc. Recognizes Franchise Partners for Outstanding 2005 Results

– Award recipients receive honors during company’s inaugural worldwide franchise partner conference –

Atlanta (April 11, 2006) – FOCUS Brands Inc., parent company of Carvel® Ice Cream, Cinnabon®, Inc., and franchisor of Seattle’s Best Coffee® on military bases and in certain international markets, recently honored partners from its domestic and international franchised locations for their excellence in terms of service, sales, and growth in 2005. The honorees were recognized in Atlantic City during the company’s first worldwide franchise partner conference as FOCUS Brands, which was established in November 2004 when Atlanta-based private equity firm Roark Capital purchased Cinnabon and portions of Seattle’s Best Coffee, and combined these brands with its holding Carvel Ice Cream.

Following is a list of major categories and the respective winners:

Carvel	Cinnabon - Domestic	Cinnabon - International
<u>Franchise Partner of the Year</u> Jose Velez Diaz Cayey, Puerto Rico	<u>Franchise Partner of the Year</u> Great Bons, Inc. Hillsdale, NY	<u>Franchise Partner of the Year</u> The United Company for Beverage and Foods Cairo, Egypt
<u>Mentoring Award</u> Zaya Givargidze Massapequa, NY	<u>Community Service Award</u> Cinnamon Bums, Inc. West Linn, OR	<u>Best International Bakery Award</u> Dixie Outlet Mall Cinnagard, Inc. Mississauga, Ontario
<u>Developer of the Year</u> Dennis Carroll Carlsbad, CA	<u>Developer of the Year</u> CinnaWorkS Anaheim, CA	<u>Developer of the Year</u> Food & Entertainment Co. Ltd. Riyadh, Saudi Arabia
<u>Year-Over-Year Top Sales Performer</u> Ed and Tiffany Barnes Manorville, NY	<u>Year-Over-Year Top Sales Performer</u> Las Vegas C Snack HMS Host Las Vegas, NV	<u>Year-Over-Year Top Sales Performer</u> CCCT Mall Inversiones Great Foods Caracas, Venezuela
<u>Top Sales Performer</u> Stephen and Antoinette Aceto Brooklyn, NY	<u>Top Sales Performer</u> Las Vegas Terminal D HMS Host Las Vegas, NV	<u>250,000+ Guests Club</u> City Stars Omar The United Company for Beverage and Foods Cairo, Egypt

Other award recipients included past and current members of the Carvel Franchise Advisory Council and Domestic Cinnabon Franchise Advisory Council, as well as FOCUS Brands associates.

“These people embody FOCUS Brands’ mission to ‘FOCUS on making people happy,’” said Steve Romaniello, president and CEO of FOCUS Brands. “I applaud their outstanding performances in 2005, and I thank them for their endless dedication to the Carvel and Cinnabon brands. I look forward to how these and other franchise partners and associates will continue to be true FOCUS Brands leaders.”

About Carvel®

The nation's first retail ice cream franchise, Carvel has become one of the best-loved and most recognized names in its industry. The 71-year old company is the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes, as well as a leading provider of premium soft serve and hand dipped ice cream products. Carvel currently operates approximately 540 franchised and food service locations, and sells its famous ice cream cakes in over 8,500 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in Rocky Hill, Conn.

About Cinnabon®

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon®, Inc. is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls made with Makara® Cinnamon as well as a variety of other baked goods and specialty beverages. Cinnabon currently operates more than 600 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, and travel plazas.

About FOCUS Brands™

FOCUS Brands Inc. is the franchisor and operator of over 1,300 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 28 foreign countries under the brand names Carvel®, Cinnabon®, 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."

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