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**FOCUS Brands Opens New Carvel Ice Cream or Cinnabon Location Every Two Days;
International Expansion to Reach 36 Countries with New Development Agreements**

– Multi-branded company also signs 75 franchise agreements during first half of 2006 –

Atlanta (July 31, 2006) – FOCUS Brands, the franchisor and operator of over 1,300 ice cream stores, bakeries, and cafes under the brand names Carvel[®], Cinnabon[®], and the franchisor of Seattle's Best Coffee[®] on military bases and in certain international markets, announces mid-year results of 100 new store openings throughout the U.S., Egypt, Indonesia, Mexico, Oman, and Saudi Arabia. In addition, the company signed individual franchise agreements for 75 domestic locations; development agreements for eight new international markets including Aruba, Bonaire, Colombia, Curacao, Cyprus, Greece, South Africa, and St. Maarten/St. Martin; and four expanded development agreements in Mexico, Egypt, Jordan, and the Palestinian Territories.

“Since the creation of FOCUS Brands in late 2004, our company has made great strides towards our goal of 5,000 successful franchise locations,” said president and CEO Steve Romaniello. “Our results for the first half of 2006 prove that our delicious brands are in demand both by potential investors and hungry customers around the world.”

FOCUS Brands entry into South Africa will bring Carvel Ice Cream to its first international market in several decades, and is expected to open by August 1st.

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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