



FOR IMMEDIATE RELEASE

Jennifer Dempsey, FOCUS Brands
404-705-2046, jdempsey@focusbrands.com

FOCUS Brands Inc. Names Gary Bales as President of Cinnabon

- Geoff Hill to Join Parent Company Roark Capital Group on January 1, 2010 as Vice President -

ATLANTA, Ga. (July 14, 2009) – FOCUS Brands Inc., the franchisor and operator of over 2,200 ice cream stores, bakeries, restaurants and cafes, announced today that Gary Bales will be appointed President of Cinnabon when current president Geoff Hill joins parent company Roark Capital Group as Vice President on January 1, 2010. FOCUS Brands consists of Carvel®, Cinnabon®, Schlotzsky's®, Moe's Southwest Grill® and Seattle's Best Coffee® International. Gary will be assuming Geoff's role in addition to his existing role as President of Carvel.

Gary joined Carvel in 2002 from TCBY, a division of Mrs. Fields Famous Brands. Upon FOCUS Brands' acquisition of Cinnabon in 2004, the 30-year hospitality veteran lead all marketing and strategic planning for both Carvel and Cinnabon, and has served as an advisor for Geoff when he was named President of Cinnabon in 2006.

"While we will certainly miss the talent, energy and enthusiasm of Geoff, I am excited to have Gary bring his vast experience to the Cinnabon brand," said FOCUS Brands President and CEO Russ Umphenour. "With his terrific track record of success with Carvel, Gary's strategic and long-term approach to operations and marketing make him the ideal leader to oversee both treat brands.

Geoff and Gary will work together through over the next five months to ensure a smooth transition.

About FOCUS Brands

FOCUS Brands Inc. is the franchisor and operator of over 2,200 ice cream stores, bakeries, restaurants, and cafes in the United States, the District of Columbia, Puerto Rico, and 33 foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#), and the franchisor of Seattle's Best Coffee® on certain 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.