



MEDIA CONTACT

Heather Tien
HKA, Inc.
heather@hkamarcom.com
(714) 426-0444

FOR IMMEDIATE RELEASE

October 14, 2008

Golden Spoon Announces Northern California Franchise Agreement

The Orange County, Calif.-based frozen yogurt company plans to debut in the Bay Area in First Quarter 2009.

Rancho Santa Margarita, Calif. – [Golden Spoon](#), the largest frozen yogurt chain in California by sales volume, today announced the signing of an area development agreement with Pacific Yogurt Partners to develop 30 Golden Spoon franchise locations in the greater San Francisco Bay Area. The new Golden Spoon stores will be located in Contra Costa, Alameda, Santa Clara, and San Mateo counties, with the first planned opening in First Quarter 2009.

“Golden Spoon is a company that has demonstrated rapid growth in the competitive frozen yogurt niche market for 25 years and we look forward to bringing the same high-quality product and experience to Northern California,” said David Vered, president and CEO of Pacific Yogurt Partners.

With Vered, who spent many years in a senior operational role with the California-based gourmet grocery chain Bristol Farms, Pacific Yogurt Partners is also managed by Kristi Terrell, director of human resources, and Richard Manchester, manager and financial advisor. The management team brings a diverse range of experience and expertise in marketing, merchandising, advertising and human resources and has developed local store marketing programs for nearly 50 Koo Koo Roo and Hamburger Hamlet restaurants.

Pacific Yogurt Partners has selected Girard Securities, Inc. in San Diego to undertake the equity syndication of the Northern California agreement.

“Having watched Golden Spoon succeed and surpass other concepts in the frozen yogurt and ice cream industry over the last two decades, we are excited to now be a part of the company’s growth in the Silicon Valley and San Francisco Bay Area,” said Manchester.

The Northern California agreement came following the company’s recent announcement for aggressive expansion plans. According to Golden Spoon Franchising President Roger Clawson, the Northern California agreement is one of several aggressive growth initiatives to spread Golden Spoon shops across the country and worldwide. Currently, there are nearly 100 Golden Spoon stores in the Western United States with locations in Northern and Southern California, Southern Nevada, Southern Utah and the greater Phoenix area.

“As a pioneer in the frozen yogurt industry, we have thrived for a quarter-century through diverse economic conditions and prior highly competitive conditions,” said Clawson. “Despite frozen yogurt shops popping up everywhere, our customers remain devoted to our products and we continue to see heavy foot traffic at our locations.”

Known regionally as “the ice cream lover’s frozen yogurt,” Golden Spoon is the first company to adopt highly creative and unusual flavorings in its frozen yogurt, while maintaining a healthy and nutritious profile.

“Very simply, our products taste good and are good for you,” added Clawson. “We realize it’s time to share Golden Spoon with the rest of the country and have created a very attractive plan to team up with quality area developers such as Pacific Yogurt Partners. We are excited to be announcing our push into Northern California with the exceptional team at Pacific Yogurt Partners.”

In Southern California, Arizona and Nevada, more Golden Spoon yogurt is sold than any other frozen yogurt or ice cream chain, a fact that is attracting experienced franchise operators to Golden Spoon. Over the past five years, Golden Spoon locations have consistently experienced double-digit growth in same-store sales.

About Golden Spoon Frozen Yogurt

Founded in 1983 as the “ice cream lover’s frozen yogurt,” Golden Spoon is one of the original pioneers of the frozen yogurt industry in Southern California that has turned frozen

yogurt into a viable, long-term niche. With nearly 100 stores in the Western United States and newly launched international stores, Golden Spoon is continuing to establish itself as the premier brand of frozen yogurt products. The company offers an industry leading 50-plus unique flavor selections, which range from the traditional Just Chocolate, Peanut Butter and Old-Fashioned Vanilla to the more exotic Cookies & Cream, Peach and Espresso. With nearly all flavors non-fat, Golden Spoon's low-calorie frozen yogurt is high in calcium and protein and contains probiotics (live active cultures). The company has bridged the gap between indulgent snacking and eating responsibly, making it a perfect fit with today's healthier-eating lifestyles.

For more information, click on the "Contact Us" at www.goldenspoon.com.

#