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Carvel® Ice Cream Introduces Yellow “M” Character M&M’S® Cake as Part of Exclusive Licensing Agreement with Masterfoods USA

-- New uniquely shaped ice cream cake showcases one of America’s favorite candy brands --

Atlanta (September 6) – Carvel Ice Cream is proud to introduce the Yellow “M” Character ice cream cake, made from 54 oz. of Carvel’s premium vanilla ice cream filled with M&M’S® MINIS® Milk Chocolate Candies and fudge, layered with Carvel’s famous chocolate crunchies, and covered with creamy whipped frosting. The new product will be produced by Celebration Foods, Carvel’s manufacturing and distribution division, and is available in over 8,500 supermarket and club outlets, and through all participating Carvel franchise locations.

The new cake design is part of an exclusive licensing agreement with Masterfoods USA, the United States food, snack and petcare operations of Mars, Incorporated, and one of the world’s leading food manufacturers, for the development, manufacture, and distribution of branded, uniquely shaped ice cream cakes in the Licensed Trade Channels. Masterfoods USA brands include M&M’S® Chocolate Candies, SNICKERS®, TWIX®, SKITTLES®, DOVE Chocolate®, MILKY WAY®, 3 MUSKETEERS®, STARBURST®, and KUDOS®.

“The licensing partnership with Masterfoods USA is an exciting initiative for our Company,” commented Steve Romaniello, president and CEO of FOCUS Brands Inc., parent company of Carvel. “Our ice cream cakes have been an integral part of family celebrations for over 50 years, and the opportunity to partner with America’s number one candy brand is a huge honor.” Other branded products are also in development, and will begin launch later this year.

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. Based in Atlanta, GA, 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 more than 540 franchised and food service locations. In addition, the company sells its famous ice cream cakes in over 8,500 supermarkets outlets through Rocky Hill, CT-based Celebration Foods, Carvel’s manufacturing and distributing division. Both companies are part of FOCUS Brands, the franchiser and operator of over 1,300 ice cream stores, bakeries, and cafes in the United States, the District of Columbia, Puerto Rico, and 30 foreign countries under the brand names Carvel®, Cinnabon®, and the franchisor of Seattle’s Best Coffee® in Hawaii, on military bases, and in certain international markets.

About Masterfoods USA

Masterfoods USA, the United States food, snack and petcare operations of Mars, Incorporated, is one of the world’s leading food manufacturers. With more than \$5 billion in annual sales, the combined food, snack and petcare segments are a symbol of excellence for quality brands. Headquartered in Hackettstown, NJ, Masterfoods USA employs more than 7,000 associates in the United States, with 15 manufacturing facilities nationwide. The company owns some of the world’s favorite brands including M&M’S® Brand, SNICKERS® Brand, UNCLE BEN’S® Brand, PEDIGREE® Brand Food for Dogs, WHISKAS® Brand Food for Cats.