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Carvel® Ice Cream Responds to FDA Recall of Products Containing ConAgra Foods' Peanut Butter and Peanut Butter Fudge Topping

-- On February 16th, retail franchise locations removed and destroyed all raw and finished products containing ConAgra peanut butter as part of voluntary and precautionary recall from ConAgra Foods --

Atlanta (Mar. 1, 2007) – Prior to today's announcement from the FDA (Press Release #P07-32) regarding Carvel's peanut butter fudge topping, Carvel has worked diligently since Feb. 16th to ensure the safety and well-being of its customers by removing from all retail franchise locations all raw and finished products containing ConAgra Foods' (ConAgra) peanut butter and peanut butter fudge topping.

The removed products include:

- Raw product: peanut butter fudge topping
- Finished hand dipped ice cream flavors: Chocolate Peanut Butter, Peanut Butter Treasure, and Peanut Butter & Jelly, along with any other flavors personally created by individual store owners
- Finished specialty sundae: Reese's® Peanut Butter Cup Sundae Dasher® (Reese's Peanut Butter Cup ingredient is not implicated in the recall – only the ConAgra peanut butter fudge topping)

No other Carvel retail products are impacted by this ConAgra and FDA recall. In addition, because the peanut butter fudge topping is not used in Carvel's manufacturing facilities, this FDA recall does not affect Carvel products sold in supermarkets, club stores, and super centers.

"Carvel's number one concern is the safety of our valued customers," said Gary Bales, president of Carvel. "We take all efforts possible to ensure the quality and safety of our products through multiple Quality/Service/Cleanliness (QSC) inspections, key vendor QSC inspections, mystery shops, ongoing franchisee training, and random testing. Unfortunately, this incident involves a factor beyond Carvel's control – it does not involve an error on Carvel's part." Bales continued, "To ensure a complete and swift resolution to the ConAgra recall, we have removed all raw and finished peanut butter related products from our retail locations, as well as all raw peanut butter related products from our nationwide distribution centers."

To date, Carvel has not received any customer complaints or reports of any sickness or discomfort linked to Carvel's peanut butter fudge topping made by ConAgra.

On February 16th, ConAgra issued a voluntary and precautionary recall upon discovering potential links to the food borne illness salmonella at its Sylvester, Ga. plant. The manufacturer extended its voluntary recall to all products directly and indirectly related to this illness, including Carvel's peanut butter fudge topping, which is produced in ConAgra's Humboldt, Tenn. facility. Following ConAgra's Feb. 16 recall, further testing by some states revealed there were in fact links between products manufactured at the Sylvester plant and those produced at the Humboldt facility, as peanut butter produced in its Sylvester location is utilized in items made at its Humboldt plant, therefore triggering today's announcement.



Please direct all inquiries to Jennifer McLaughlin, Director of Public Relations and Corporate Communications for FOCUS Brands, at 404-705-2046 (office), 404-667-9079 (mobile), or jmclaughlin@focusbrands.com.

About Carvel[®] Corporation

The United States' first retail ice cream franchise, Carvel[®] Corporation has become one of the best-loved and most recognized names in its industry. The 72-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 570 franchised and food service locations, and sells its famous ice cream cakes in over 8,500 supermarket outlets. The company is based in Atlanta.

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