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NEWS RELEASE

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A Future Full of Surprises With *Meet the Robinsons* and Carvel Ice Cream Cakes *Carvel Ice Cream Cakes and Walt Disney Pictures team up for the March 30 launch of Meet The Robinsons*

(PITTSBURGH, March 26, 2007) – If you think your family is different, wait until you *Meet the Robinsons*, the family from an amazing, hilarious, inventive future where anything is possible. On March 30 the unforgettable characters, clever contraptions, classic villains and eye-popping exuberance hit the big screen with a look at a dazzling, free-spirited world of tomorrow. This future full of surprises has led Celebration Foods, marketer of the original Carvel all ice cream cake, to form a partnership with Walt Disney Pictures to promote the March 30, 2007, release of the *Meet the Robinsons* movie.

Starting March 16, consumers purchasing select Carvel ice cream cakes from participating supermarkets, supercenters and club stores have an instant chance to win one of four prizes with the *Meet the Robinsons* instant win game piece included in each product. Prizes include a grand prize for a trip for four to an Orlando, Fla. theme park; five prizes of the Disney *Meet the Robinsons* video game and Wii™ console with Wii remote controller; and 100 third prizes of Disney *Meet the Robinsons* Nintendo DS™ video game.

"The *Meet the Robinsons* story about believing in family, yourself and the wide-open future was a great fit for a Carvel promotion," said Craig Hall, Chief Operating Officer of Celebration Foods. "It's a wonderful family story, and Carvel ice cream cakes certainly help create wonderful family enjoyment. When Tom Carvel founded Carvel, he began a journey into the future that even he hadn't imagined. Today, Celebration Foods continues to look to the future as we focus on delighting families across the country with new products and fun-filled experiences."

In conjunction with the theatrical release, Celebration Foods and Nintendo have partnered to promote the *Meet the Robinsons* video game. The Carvel logo will be featured in several areas throughout the game.

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MatchPoint Marketing, a wholly-owned subsidiary of Acosta Sales and Marketing, is a full-service marketing agency that partners with consumer packaged goods (CPG) manufacturers and major retailers to create strategic promotions, advertising and in-store campaigns. Instrumental in generating consumer awareness, building brand equity and increasing sales, MatchPoint's campaigns are known for combining strong creative concepts with detailed execution. Headquartered in Pittsburgh, MatchPoint has 10 offices nationally offering clients a distinctive competitive edge and compelling results. For more information on MatchPoint visit www.matchpointmarketing.com or call 412-494-2468.

Celebration Foods

Celebration Foods, a division of FOCUS Brands, Inc., is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel ice cream cakes and desserts. Headquartered in Rocky Hill, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% share and distribution now reaching over 43 states in leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit www.celebrationfoods.com.