

***FOR IMMEDIATE RELEASE***

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**Carvel Ice Cream Cakes Now Available at Food City**

*– Purchasing America’s creamy and crunchy ice cream cake is more convenient than ever –*

**New Britain, CT (February 16, 2009)** – Residents of Kentucky, Tennessee and Virginia are in for a treat! When customers of Food City walk through the bakery section, they will now be greeted by Carvel®, the original all ice cream cake. Celebration Foods®, manufacturer and distributor of leading high quality frozen desserts, announced today a partnership with Food City to carry several of the Carvel brand’s line of famous ice cream cakes in 76 locations. An industry first, Carvel ice cream cakes are known for their layers of premium vanilla and chocolate ice cream, tasty chocolate crunchies and creamy whipped frosting.

“This southern area is the perfect area for people that know and love the Carvel brand, as well as people that are just being introduced to our delicious, high quality ice cream desserts,” said President Tim Shanley. “We are excited about sharing this product with Food City, and look forward to becoming a part of their shoppers’ everyday celebrations.”

“I am very excited about our partnership with Carvel and Celebration Foods and I am pleased to be able to offer our customers another quality product line in our bakery departments,” said Sheenan Hyatt, Category Manager at Food City.

Food City locations will offer:

Lil’ Love: 29 fl. oz. cake is the perfect family dessert for any day of the week. Created with layers of premium Carvel vanilla and chocolate ice cream, chocolate crunchies and creamy whipped frosting; serves 4 to 6.

Celebration: 60 fl. oz. round cake and 80 fl. oz. sheet cake to celebrate any special occasion. Also made with delicious layers of Carvel vanilla and chocolate ice cream, chocolate crunchies and creamy whipped frosting; serves 15 to 20.

Snickers Gameball: 32 fl. oz. ice cream cake to make the game extra special. This uniquely shaped football cake is made with creamy Carvel peanut butter ice cream with Snickers® candy pieces, caramel swirl, chocolate coated peanuts covered in rich milk chocolate; serves 6 to 8.

Love and Laughter: 32 fl. oz. chocolate cake to make an occasion a little extra special. Sinfully chocolate is a distinctly irresistible flavor that serves 6 to 8.

M&M’S®: Yellow “M” Character ice cream cake, made from 54 fl. 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.

Slice’ mmms: 32 fl. oz ice cream rolls in delicious flavors such as Traditional, Cinnabon™, and Strawberry Shortcake are the perfect dessert for any day of the week.

**About Celebration Foods® LLC**

Celebration Foods LLC is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel ice cream cakes and desserts.

Headquartered in New Britain, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% market share and distribution now reaching over 49 states in close to 10,000 leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

**About Carvel Ice Cream**

The United States' first retail ice cream franchise, Carvel Ice Cream has become one of the best-loved and most recognized names in its industry. The company is a leading provider of premium soft serve and hand dipped ice cream products, as well as the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes. Atlanta based Carvel currently operates over 500 franchised and food service locations.

**About Food City**

K-VA-T Food Stores, Inc. is the corporate name of a supermarket chain operating in three states under the name Food City. This privately held, family-owned company has grown over the years by expansion and acquisition to become a 94-store chain with stores in Kentucky, Tennessee and Virginia. "Food City. The Food Experts"

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