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Carvel Ice Cream Cakes Now Available at Kings Super Markets

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

Rocky Hill, CT (June 24, 2008) – New Jersey residents are in for a treat! When customers of Kings Super Markets 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 Kings to carry the Carvel brand’s full line of famous ice cream cakes, Flying Saucer® Ice Cream Sandwiches, and Slice’mmms® ice cream rolls in over 26 New Jersey 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.

“New Jersey is the perfect location 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 Kings Super Markets, 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 Kenneth G. Downey, Sr., Director of Bakery Sales and Merchandising at Kings Super Markets.

Kings Super Markets 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. to 106 fl. oz. round and sheet cakes to celebrate any special occasion. Made with delicious layers of Carvel vanilla and chocolate ice cream, chocolate crunchies and creamy whipped frosting; serves 10 to 26.

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.

SNICKERS®: 40 fl oz ice cream cake made with creamy Carvel peanut butter ice cream with Snickers® candy pieces, caramel swirl, chocolate coated peanuts covered in rich milk chocolate.

Holiday: 48 fl. oz. cakes to make holidays extra festive. From pumpkins to turkeys to snowmen to the Easter Bunny, these uniquely shaped cakes also include layers of premium Carvel vanilla and chocolate ice cream, chocolate crunchies and creamy whipped frosting; serves 8 to 12.

Love and Laughter: 32 fl. oz. cakes to make an occasion a little extra special. These cakes feature distinctly irresistible flavors such as Sinfully Chocolate, Cookies n' Cream, and Strawberries n' Cream; serves 6 to 8.

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.

In addition, Kings will carry Carvel's Flying Saucer Ice Cream Sandwich. The first round ice cream sandwich in the frozen treat industry; these treats have been a Carvel favorite for over fifty years.

About 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 64% market share and distribution now reaching over 43 states in close to 9,000 leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit www.celebrationfoods.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 75-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 9,000 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in Rocky Hill, Conn.

About King's Super Markets

Kings Super Markets, Inc. operates 26 Gourmet Super Markets in Northern New Jersey and Long Island, New York. "Expect the Unexpected at Kings!!"

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