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Contact: Megan Levine
Celebration Foods
860.258.0201
mlevine@celebrationfoods.com
www.celebrationfoods.com

Celebration Foods Introduces M&M'S® Orange Character Carvel® Ice Cream Cake

-- New 40 fl oz size cake showcases one of America's favorite candy brands --

Rocky Hill, CT (July 19, 2007) – Celebration Foods announced today the launch of a new M&M'S® Orange Character Ice Cream Cake for a limited time only. The new 40 fl oz ice cream cake is made with creamy Carvel vanilla ice cream, M&M'S® MINIS® Milk Chocolate Candies, and fudge swirl with a layer of Carvel's famous chocolate crunchies and creamy whipped frosting. The ice cream cake is decorated to resemble the Orange M&M'S® character, and is perfectly sized for an any day purchase. The suggested retail price is \$13.99 and is available for a limited time at most supermarkets, super centers, and club stores that currently carry Carvel® ice cream cakes and rolls.

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®.

“This innovative product illustrates how our organization is changing to meet the needs of our retail consumers,” said Tim Shanley, president of Celebration Foods. “The new M&M's Orange Character appeals to all age groups and is a fun product to serve any day of the week.”

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.

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