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**Publix Super Markets, Inc. Named Recipient of the Retailer of the Year Award by
Celebration Foods**

New Britain, CT (April 8, 2009) –Celebration Foods® is pleased to announce Publix Super Markets, Inc. as the inaugural recipient of the company’s Retailer of the Year Award. Today, Dan Maloney, Publix Business Development Director, Greg Bates, Publix Category Manager, Frozen Dairy and Darrin Middleton, Publix Frozen Category Buyer accepted the award; given by Celebration Foods associates, Tom Byrd, Account Manager, and Jimmy Davolio, Vice President of Sales Operations at Publix’s corporate headquarters in Lakeland, FL. Publix and Celebration Foods began doing business in 1999 when Carvel® ice cream cakes first began distribution at the retailer.

Some of the key factors in Celebration Foods’ decision to name Publix as the winner included: same store growth in 2008; total growth in 2008; consecutive years growth between 2007 and 2008; and partnership commitment-adding 171 additional stores in 2008.

“Celebration Foods is proud to announce Publix as the first recipient of our Retailer of the Year award”, said Tim Shanley, Celebration Foods’ President and COO. “Our successes are made possible through the support of our retailers. This award pays tribute to Publix’s dedication and partnership commitment with Celebration Foods and the category overall.”

“Publix is truly honored to be named the recipient of this prestigious award”, said Dan Maloney, Publix Super Markets’ Business Development Director. “Through our partnership with Celebration Foods over the last ten years we’ve seen our ice cream dessert category flourish, thanks in part to the wide assortment of quality ice cream desserts Celebration offers our customers”

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 63% 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.

About Carvel® Corporation

Atlanta based Carvel Corporation is the United States' first retail ice cream franchise and 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.

About Publix Super Markets, Inc.

Founded in 1930, Publix Super Markets is the largest and fastest-growing employee-owned supermarket chain in the United States. Publix and its associates excel in community involvement, volunteerism and a commitment to our market areas and beyond. Publix's commitment to diversity has contributed to its success in being a great place to work and shop.

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