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**Golden Spoon Opens First International Locations in Japan**

*The frozen yogurt chain accelerates its 100-store commitment in Asia as part of its aggressive expansion plans.*

**Rancho Santa Margarita, Calif.** – Golden Spoon, the largest frozen yogurt chain in California by sales volume, has accelerated its international expansion with the announcement of two additional stores for Japan in the month of December. The new stores will be located within Tokyo Station and the Kansai International Airport. Recently opened locations include Universal Studios City Walk in Osaka, Roppongi-Tokyo and Shonan-Enoshima. An additional 30 locations for 2009 will be announced in the coming months as a direct result of the success of these initial stores. All of these stores are part of an aggressive, three year, 100-store franchise agreement signed by Golden Spoon Franchising and TMP Asia, Co. in March of 2008.

“As a leader in the global market, Japan is an ideal locale for Golden Spoon’s first international stores because of its influence on Asia and the other markets worldwide,” said Roger Clawson, CEO of Golden Spoon Franchising. “We are pleased to be working with TMP Asia to introduce our product in Japan and throughout Asia.”

This expansion is part of the company’s plans to grow the frozen yogurt operations into multiple international markets outside of its current U.S. domestic base. The chain recently announced a 30-store expansion in the greater San Francisco Bay Area and plans to have an additional 500 stores under contract by early 2009. Including the new international locations, there are nearly 100 Golden Spoon stores located in Northern and Southern California, Southern Nevada, Southern Utah and Arizona.

"We are so pleased to see enthusiasm build for the Golden Spoon brand here in Japan since our initial store openings," said Kazuo Araki, president of TMP Asia Co., Ltd and spokesperson for Golden Spoon Japan. "Our Roppongi-Tokyo, Universal Studios Osaka, and Shonan-Enoshima stores are each enjoying a steady stream of business and we believe the Golden Spoon brand has a bright future here in Japan."

"Seeing the community quickly embrace Golden Spoon in Japan despite other frozen yogurt and soft-serve concepts opening in the area speaks volumes about Golden Spoon's distinctiveness and longevity in the industry," adds Clawson. "We look forward to continue progressing the chain into other areas of Japan and countries around the world."

Domestically, more Golden Spoon yogurt is sold in California than any other frozen yogurt or ice cream chain, a fact that is attracting experienced multi-unit franchise operators and international master franchisors to Golden Spoon. Over the past five years, Golden Spoon locations have consistently experienced double-digit growth in same-store sales and are holding up well under adverse economic pressures.

### **About Golden Spoon Frozen Yogurt**

Founded in 1983 and known by customers as "the ice cream lover's yogurt," Golden Spoon has pioneered the formulation of premium soft-serve frozen yogurt that incorporates creative and remarkable flavorings. Since its inception in 1983 by Golden Spoon Founder and Chairman, Jeff Barnes, the company has perfected a proprietary non-fat frozen yogurt recipe that maintains a healthy and nutritious profile while providing an experience that mirrors premium soft-serve ice cream. With nearly 100 stores in the Western United States and newly launched international stores, Golden Spoon is continuing to establish itself as the premier brand of frozen yogurt products. The company offers an industry leading 50-plus unique flavor selections, which range from the traditional Just Chocolate, Peanut Butter and Old-Fashioned Vanilla to the more exotic flavors like Pumpkin Pie, Strawberry Cheesecake, Classic Coffee and Fudge Brownie.

The company has bridged the gap between indulgent snacking and eating responsibly, making it a perfect fit with today's healthier-eating lifestyles. With nearly all flavors non-fat, Golden Spoon's low-calorie frozen yogurt is high in calcium and protein and contains multiple probiotics (live active cultures).

For more information, click on "Contact Us" at <http://www.goldenspoon.com>.

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