



News Release

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Golden Spoon, The Ice Cream Lover's Frozen Yogurt, Returns to Northern Utah

First stores of planned franchise expansion in the Rockies

Rancho Santa Margarita, California (October 26, 2010) – Golden Spoon Franchising, the expansion arm of the largest frozen yogurt chain in Southern California, announces the opening of two corporate retail stores in the greater Salt Lake City area. The stores are located in Draper at 12300 South and 1300 East next to Curves in the Market Fresh Center and in Orem at 800 North and 800 East in the Harmon's Center. They complete a commitment that the company made in 2008 to return to the Wasatch Front and bring the much-loved brand back to its origins as it continues to expand its franchise base in the US, as well as internationally.

Golden Spoon Franchising President, Ed Evans, commented on the openings, "We are especially excited about the opening of these two new stores because we feel a strong connection to the Wasatch Front community. Our business flourished here many years ago, and we also have personal ties to the area, which makes it more like a homecoming for us. We are thrilled to be part of the community again."

The Golden Spoon plans to expand its premium, health-conscious frozen yogurt brand through its proven franchise business model. The model is designed to attract franchisees with a vested interest in the communities they serve, furthering the core Golden Spoon value of social responsibility through community involvement. These corporate stores, along with development rights for exclusive territory, are available.

Evans also added, "People know our delicious frozen yogurt for its quality, distinctive flavors and health benefits. Franchise owners know our unique and successful business model. We are the quiet brand that keeps delivering a premium experience to both the community and our franchisees."

Chris Sexton, Golden Spoon franchise owner, said, "I have enjoyed seeing how excited everyone is to have Golden Spoon back on the Wasatch Front. More and more people have been choosing Golden Spoon as a delicious and healthy way to reward themselves on a daily and weekly basis. We look forward to being a part of the community and providing the best frozen yogurt around for many years to come."

Consumers prefer the taste and creamy texture of ice cream, but want the health benefits of yogurt. Golden Spoon's frozen yogurt is the healthy indulgence, with low calories and no fat, calcium, protein, and probiotics (live, active cultures). Consumers can satisfy their craving for ice cream without the guilt, which is why Golden Spoon *is* "ice cream" to customers of all ages.

About Golden Spoon Franchising

Golden Spoon Franchising is the business expansion arm of Golden Spoon, the popular Rancho Santa Margarita-based frozen yogurt chain. Founded in 1983, Golden Spoon has earned its reputation as "The Ice Cream Lover's Frozen Yogurt" with more than 50 flavors that range from Old-Fashioned Vanilla and Just Chocolate to Cake Batter and Simply Tart. Golden Spoon frozen yogurt is a low-calorie, non-fat premium frozen treat that tastes like ice cream and promotes a healthy lifestyle. As a result, it is the premier brand of soft-serve frozen yogurt in Southern California, Arizona, Nevada, and Southern Utah, selling more yogurt here than any other frozen yogurt or ice cream chain. Golden Spoon has more than 125 stores open in the United States, Japan, and Philippines.

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