

FOR IMMEDIATE RELEASE

Contact: Imcgowen@ravingbrands.com
404-805-0729

**RAVING BRANDS PARTNERING HIGHLY SUCCESSFUL
MOE'S SOUTHWEST GRILL WITH FOCUS BRANDS**

**Finds Ideal Partner for Moe's and
Launches Incubator Model for Emerging Concepts**

ATLANTA, GA (April 11, 2007) – Raving Brands, the global multi-concept franchise company, announced today that Moe's Southwest Grill, L.L.C. signed a definitive agreement this past weekend to be acquired by FOCUS Brands, which is the franchisor and operator of over 1,750 ice cream stores, bakeries, sandwich shops, and cafes in the United States, the District of Columbia, Puerto Rico, and 33 foreign countries.

Moe's Southwest Grill was launched in 2000, and in just seven years has established itself as one of the most successful fast-casual restaurant concepts in America. Raving Brands, which has grown Moe's so successfully in the last several years, will begin to leverage the tremendous depth of resources from FOCUS Brands for Moe's, while continuing its efforts to nurture and grow its eight concepts – Shane's Rib Shack, Planet Smoothie, PJ's Coffee of New Orleans, Mama Fu's Asian House, Doc Green's Gourmet Salads and Grill, Boneheads Grilled Seafood and Piri Piri Chicken, Monkey Joe's, and The Flying Biscuit Cafe.

"We have had tremendous success with Moe's, doubling its growth in the last two years alone, and now operating units in 36 states," explains Stephen M. LaMastra, president, Raving Brands. "We looked long and hard to find the right partner to help us take our business to the next stage, and with FOCUS Brands, Moe's will join a family of franchise concepts with exceptional resources and experience that will benefit the Moe's team and its franchisees in the future. Furthermore, our eight remaining concepts will now operate in an incubator model with the company growing existing and new concepts organically, or through investment, partnership or acquisition."

Founded by Martin Sprock, who remains its Chairman and major shareholder, Raving Brands will continue to move forward with the full resources of its organization. In

addition, it will work to leverage recently inked deals with The Coca-Cola Company, which added five of the Raving Brands concepts to its customer portfolio, and with Sysco Foodservice, which solidified a distribution deal for several Raving Brands concepts.

“I am as excited as I ever have been about the future of Raving Brands,” says Sprock. “The huge success of Moe’s, which has been validated by this extraordinary opportunity, is a model for our company’s growth and future. I am proud of our recent accomplishments, and I look forward to further success in the coming years, for our people and for our franchisees.”

“The incubator model is a proven business methodology that we believe has merit within the food and beverage segment,” explains Chris Morocco, Chief Development Officer, Raving Brands. “During the last year, we have worked to build an infrastructure of resources and systems that will help to take each of these concepts to the next level. With the spirit of an incubator approach, we will be more progressive with how we expand these concepts, all with the same goal in mind – grow and nurture each concept in the franchisee community’s best interest.”

Arlington Capital Advisors is serving as financial advisor to Moe’s and Raving Brands in the transaction. Arlington Capital is a Birmingham, AL based financial advisory firm.

Raving Brands Portfolio Growth

Shane’s Rib Shack. Shane’s Rib Shack is a true American rib shack, known for its hand-cut baby back ribs, chicken and pork and made-from-scratch sides. Founded by Shane Thompson, in rural McDonough, Georgia in 2002, Thompson started the restaurant with his grandfather’s secret BBQ sauce. Since Atlanta-based [Raving Brands](#) partnered with Thompson in 2004, Shane’s Rib Shack has grown to become the country’s fastest growing quick-casual barbecue concept with more than 50 stores opened and more than 50 scheduled to open in 2007.

Planet Smoothie. Planet Smoothie is a health-conscious brand featuring real fruit smoothies infused with vitamin and nutrients, providing fast fuel for on-the-go consumers. This fast, fun and energetic concept has been serving the best tasting smoothies on the planet since 1995. Founded in Atlanta by Moe’s Founder Martin Sprock, Planet Smoothie is the first concept brought under the Raving Brands family. Planet Smoothie has 140 franchised units with another 40 scheduled to open in 2007.

PJ's Coffee. PJ's Coffee of New Orleans was founded by Phyllis Jordan in 1978. Starting as a coffee boutique in New Orleans' University district, PJ's Coffee now sets the standard for selecting, roasting and brewing coffee. Since Raving Brands acquired the concept in 2002, the specialty coffee franchise is poised for national expansion. PJ's Coffee franchises 48 stores with an additional 13 scheduled to open in 2007.

Boneheads Grilled Fish and Piri Piri Chicken. Boneheads Grilled Fish and Piri Piri Chicken is the culinary experience where adults seeking fresh, flavorful food in a relaxed environment can indulge in fire-grilled fish seasoned with Boneheads' signature spices and chicken dishes marinated with Piri Piri sauces. Boneheads currently has six franchised locations with plans to double in 2007 and 2008.

Doc Green's Salads and Grill. Doc Green's offers millions of combinations of healthy, fresh, made-to-order salads, in addition to 10 signature salads, soups, panini sandwiches and wraps. All salads can also be topped from the fire grill with portabella mushroom, salmon, sirloin steak or chicken or made into a wrap. With 14 stores opened today, Doc Green's boasts the portfolio's most dynamic and diverse fast casual menu, ideal for lunch and dinner.

Mama Fu's Asian House. Mama Fu's is an Asian fusion concept that offers innovative Korean, Thai, Vietnamese, Chinese and Japanese cuisine without the mystery. The menu features fresh, authentic wok-cooked dishes and noodle bowls prepared in an open kitchen – without microwaves or MSG. Laughter is this concept's theme and the music play list is all 80s tunes. There are 18 franchised units operating today.

Flying Biscuit. In 2006, Raving Brands couldn't resist partnering with Delia Champion's Flying Biscuit eclectic neighborhood restaurant, the company's first entry into the casual dining segment. Flying Biscuit expects to replicate its nationally recognized recipe for natural, hip cuisine and a charming atmosphere, and plans to open its first franchised units in 2007.

Monkey Joe's. Monkey Joe's is a fun and exciting inflatables-filled indoor facility that provides families with engaging and interactive activity and entertainment -- all day, every day (no special occasion necessary!). Today Monkey Joe's has 12 franchised facilities totaling more than 100,000 square footage of pure-kid-fun in motion. An additional 12 are scheduled to open in 2007.

About Raving Brands

Raving Brands is a multi-concept franchise portfolio company with nine unique brands including Moe's Southwest Grill, Shane's Rib Shack and Planet Smoothie. Ranked #1 in Fast Casual magazine's "2005 Top 100 Movers and Shakers," the company's flagship brand, Moe's Southwest Grill, is a 2005 Inc. magazine Top 25 Company and was rated 6th in Fast Casual magazine's "2005 Top 100 Movers and Shakers" and was Nation's Restaurant News' 2004 Hot Concepts! award winner. Collectively, Raving Brands expects to have more than 1,000 locations of its brands nationwide in five years. For additional information on the company and its concepts, visit www.ravingbrands.com.

About Focus Brands

FOCUS Brands Inc. is the franchisor and operator of over 1,750 ice cream stores, bakeries, sandwich shops, and cafes in the United States, the District of Columbia, Puerto Rico, and 33 foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), and the franchisor of Seattle's Best Coffee® on military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit www.focusbrands.com to learn more.

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FOR IMMEDIATE RELEASE

Contact: Jennifer McLaughlin
404-705-2046

FOCUS Brands to Acquire Moe's Southwest Grill

– *Center-of-the-plate concept to join sister companies Carvel® Ice Cream, Cinnabon®, Schlotzsky's®, and Seattle's Best Coffee® International* –

ATLANTA, GA (April 11, 2007) – FOCUS Brands, an Atlanta-based franchisor, announced today that through a subsidiary, it has signed a definitive agreement to acquire Moe's Southwest Grill, a fast-casual restaurant chain offering fresh Southwest favorites, including burritos, quesadillas, and fajitas, in a quirky, fun atmosphere from certain affiliates of Raving Brands. Headquartered in Atlanta, Moe's has 345 locations in 36 states generating nearly \$300 million of annual system-wide revenues.

FOCUS Brands is the franchisor and operator of over 1,750 ice cream stores, bakeries, sandwich shops, and cafes in the United States, the District of Columbia, Puerto Rico, and 33 foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), and the franchisor of Seattle's Best Coffee® on military bases and in certain international markets. Including Moe's, FOCUS Brands will have five franchise brands generating over \$1 billion in annual system-wide revenues through over 10,000 points of distribution in 50 states and 33 countries.

Steve Romaniello, president and CEO of FOCUS Brands, comments, "With its friendly 'Welcome to Moe's!' greeting and its high quality, freshly made products, Moe's Southwest Grill is a welcome addition to our growing portfolio of brands."

Raving Brands President Stephen M. LaMastra adds, "The Moe's brand, our franchisees, and our associates will all benefit greatly from the resources and expertise of Atlanta-based FOCUS Brands. I am looking forward to a long and productive partnership where the best from each organization is identified and shared to everyone's benefit."

Further terms of the agreement were not disclosed. The transaction is expected to close during the summer.

About FOCUS Brands

FOCUS Brands Inc. is the franchisor and operator of over 1,750 ice cream stores, bakeries, sandwich shops, and cafes in the United States, the District of Columbia, Puerto Rico, and 33 foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), and the franchisor

of Seattle's Best Coffee® on military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit www.focusbrands.com to learn more.

About Moe's Southwest Grill

Moe's is the neighborhood burrito place offering fun, fresh Southwest flavors with a healthy twist. The Atlanta-based company was founded in December 2000 and currently has 345 franchise units operating in 36 states. Moe's ranks number 2 in Technomic's 2006 Top 500 Fastest Growing Chains and number 11 in Inc. Magazine's 2005 Top 500 ranking of the fastest-growing private companies. Moe's is part of Atlanta-based Raving Brands, a multi-brand restaurant franchise company. For more information, visit <http://www.Moes.com>.

About Raving Brands

Founded in 2000, Raving Brands is a multi-concept franchise portfolio company with nine concepts including Moe's Southwest Grill, Shane's Rib Shack and Planet Smoothie. Raving Brands ranked #1 in Fast Casual magazine's 2005 "Top 100 Movers and Shakers," with its flagship concept Moe's Southwest Grill, ranking #6. Moe's is also a 2005 Inc. magazine Top 25 Company and was a Nation's Restaurant News' 2004 Hot Concepts! award winner. For additional information on the company, visit www.ravingbrands.com.

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