

FOR IMMEDIATE RELEASE

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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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