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Menchie's Canada Announces Major Expansion into Western Canada

Fastest-Growing Self-Serve Frozen Yogurt Chain Signs Deal With Western Canadian Company to Open 33 Stores in British Columbia and Alberta

Menchie's, the fastest-growing self-serve frozen yogurt chain, today announced that it has signed a development agreement to open 33 Menchie's franchises in British Columbia and Alberta over the next five years. The deal was entered into between Yogurtworld Franchising Corp, the master franchisor of Menchie's in Canada, and Empire West Investments Ltd, a Calgary based company.

"We are delighted to have signed this deal with such an extraordinary group of successful Western Canadians," stated Michael Shneer, president of Yogurtworld Franchising Corp. "They have a proven track record of great success in their many diverse ventures and we could not have found a more professional group with which to develop the Menchie's brand in British Columbia and Alberta."

Empire West Investments is primarily comprised of Marc Staniloff, Al Morrison, Tom and Caitlin Wood, and Cory Edwards, president of Empire West.

Marc Staniloff is the founding partner of Superior Lodging Corp, which holds the master territorial and development rights for the 132 Super 8 Motels and three Wingate Inns in Canada. Prior to forming Superior Lodging Corp, Staniloff was president of Royop Hospitality Corporation and was a director of Royop Properties Corporation, a TSE listed company. He is also a director and trustee of other publically listed TSE companies.

Al Morrison is chairman of Morrison Homes, one of Calgary's largest single family home builders. Morrison Homes has been awarded Calgary's prestigious "Builder of the Year" award for the last nine consecutive years. Morrison is also president of Vertical Properties, which builds multi-family condominiums in Alberta.

Tom Wood is founder and chairman of publically traded Xtreme Coil Drilling Corp. Xtreme holds patents for leading edge technology for the oil and gas industry. Tom is also a director of several other TSX listed companies.

menchie's in the news

Staniloff stated, "We are excited to bring Menchie's to Western Canada. We spent a lot of time researching this industry and its potential, and we believe that Western Canada will embrace this unique and wonderful concept. Menchie's is growing very quickly, but not just for the sake of growth. It's growing because the public loves it wherever it opens. The long lines and busy stores are a testament to that. I can see why so many celebrities love to eat at Menchie's."

Empire West anticipates that it will open its first three stores in British Columbia over the next three months. They have found several sites of interest and are currently negotiating leases for those sites.

Shneer added, "We look forward to continuing our expansion plans. There are currently two Menchie's stores open in the Greater Toronto area, but we are in very advanced discussions with other groups who would like to open Menchie's stores in Saskatchewan, Manitoba and in other areas of Ontario and the Greater Toronto area."

Menchie's customers help themselves to an unlimited mix of yogurt and toppings at a unique self-serve station with more than 100 rotating yogurt flavors from cake batter and green apple tart to peanut butter, chocolate, and vanilla, and more than 70 rotating toppings including fresh fruits, granolas, nuts, an assortment of candies and hot fudges. Menchie's uses the highest quality frozen yogurt at all of its locations globally, made exclusively through its own label. Furthermore, Menchie's frozen yogurt contains live and active cultures and has received the Live and Active Culture (LAC) seal indicating its endorsement by the National Yogurt Association.

For information regarding franchise opportunities, please visit www.menchies.com.

About Menchie's

Menchie's mission statement is "we make you smile". Menchie's achieves this by providing customers with the opportunity to create their own unique combinations from over 100 rotating yogurt flavors and 70 rotating toppings, until their perfect mix is made. Catered towards families and children, Menchie's provides an interactive store experience, enjoyable music, and relaxing indoor and outdoor seating areas where family and friends gather. Menchie's franchisees are actively involved in the community, donating thousands of dollars to local school programs and charitable organizations. In July 2010, Menchie's was awarded 1st place in Restaurant Business Magazine's annual 'Future 50' list, ranking it the fastest-growing franchise in the restaurant industry. Menchie's has nearly 70 locations open, with an additional 100 currently in development. Menchie's has also begun international expansion, with two stores open in Canada, and has plans to operate stores in Japan, Mexico, Australia and Morocco in 2011. For more information, including franchising opportunities, visit www.menchies.com.

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