

FOR IMMEDIATE RELEASE

MENCHIE'S CELEBRATES 200 STORES OPEN AND 'SERVING SMILES' WORLDWIDE

ENCINO, Calif. (July 17, 2012) – Underscoring its position as the world's largest self-serve frozen yogurt franchise, Menchie's announced the opening of its 200th location worldwide. The new store marking this milestone is Menchie's Westfield Marion Centre located in Adelaide, South Australia. Today Menchie's is spreading smiles in six countries and 31 states, and it has achieved this milestone within five years from when Menchie's began serving smiles in California.

"Opening our 200th store is a testament to our 'we make you smile' philosophy, and it's our franchisees and team members who made this happen and propelled the emotional connection that Menchie's has with communities around the world," said Amit Kleinberger, CEO of Menchie's Global Headquarters. "We pride ourselves in being the friendliest place on Earth, and our franchisees and team members have made millions of Menchie's fans smile across the globe."

In addition to opening its 200th store, Menchie's expansion continues as the company is poised to have 300 open locations by the end of this year, and expects to celebrate 500 open stores in 2013. Menchie's currently opens an average of 10 stores per month, and is expanding worldwide.

Kleinberger continued, "What makes Menchie's great is our philosophy of smiling. We do what we do because we believe the world can benefit from more smiles. Our guests often tell us that they visit Menchie's not only for the great product but more importantly, because of our values and our commitment to community. They believe in our philosophy of making the world a better place."

Menchie's success comes from helping guests create memories in a family-friendly environment that is warm, welcoming, interactive and fun, providing guests with comfortable indoor and outdoor seating areas, family-friendly music, chalkboards for children to color on, and party rooms for birthday parties and events. As the only frozen yogurt store that provides toys and giveaways, Menchie's has become every child's favorite destination.

Menchie's is also actively involved in each community it serves. Stores partner with local schools in fundraising activities and education incentive programs. Each Menchie's store donates thousands of dollars in cash and products annually to local schools to support student programs.

Furthermore, the company is a world leader in ensuring best-in-class products, and considers itself the ambassador of frozen yogurt quality worldwide. Menchie's ensures that only the highest quality milk and flavors are used to make its frozen yogurt. The brand's exclusive private label collection is made from the milk of "smiley" California cows, which have not been treated with artificial growth hormones (rBST). 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.

menchie's global headquarters

16027 ventura boulevard, #301, encino, ca 91436, u.s.a

p: 818.708.0316 f: 818.708.0117 general: info@menchies.com franchising: franchising@menchies.com

menchies.com

Menchie's makes guests smile by serving an unlimited mix of yogurt and toppings at a unique self-serve station with more than 100 rotating yogurt flavors from cake batter and pomegranate tart to chocolate silk and vanilla snow, and more than 70 rotating toppings including fresh fruits, granolas, nuts, an assortment of high quality candies and hot fudges.

For more information, including franchising opportunities, please visit www.menchies.com.

About Menchie's

Menchie's creates lasting memories through its mission statement to make every guest smile and by being the friendliest place on earth. Providing an unparalleled guest experience that is warm, welcoming, tasty and fun, Menchie's stores contain interactive elements such as chalkboards for kids, party rooms, enjoyable music, arts & crafts, and indoor/outdoor seating areas where friends and family gather. Placing a focus on people and community before commerce, Menchie's franchisees actively donate thousands of dollars to local school programs and charitable organizations. With its own proprietary frozen yogurt label, Menchie's guests create their own unique combinations from over 100 rotating yogurt flavors and 70 rotating toppings. 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. In 2011, the company repeated its top mark, achieving 2nd place on the list. In 2012, Menchie's was included in Entrepreneur magazine's "Franchise 500" list as well as ranked in the publication's "Fastest-Growing," "Top New" and "America's Top Global" franchise categories. Menchie's has 200 locations open in the United States, Canada, Japan, Australia, Puerto Rico and Guam with an additional 250 currently in development, and is poised to total more than 300 open stores by the end of 2012, and expects to celebrate 500 open stores in 2013. For more information, including franchising opportunities, visit www.menchies.com.

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