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Menchie's Reaches 100th Store Milestone in Third Year of Franchising

Today's Entrepreneurs Savor the Taste of the World's Sweetest Franchise Opportunity

ENCINO, Calif. (Aug. 10, 2011) -- Politics, pocketbooks and America's Olympic success dominated headlines in 2008, but what may truly go down in history as one of the world's great stories from that year is the start of something very special (not to mention tasty) in Southern California.

Menchie's began its franchising initiative just three short years ago, following the wildly successful opening of its first store in Valley Village, Calif. a year earlier. What's given way since is nothing short of a global phenomenon. Through the creation of an indulgent world complete with exceptional and unique in-store experiences that promote smiles, revolutionary tastes and a virtual online engagement that affords loyal fans more access to Menchie's whenever they want it, Menchie's has solidified its status as the everyday escape for every member of the family.

The unsurpassed brand position that Menchie's now firmly maintains has catapulted the concept to become the fastest growing self-serve frozen yogurt franchise worldwide. With the opening of Menchie's West 19th Street Center in Houston, the brand that beckons a cult and core following made up of loyal fans at every lifecycle celebrates a major milestone moment, reaching its 100th store.

"Menchie's offers an unparalleled store experience which creates lasting memories by making every guest smile – and this has helped us expand to 100 stores worldwide," said Amit Kleinberger, CEO of Menchie's Global Headquarters. "Menchie's fans see us as their second home. They have embraced our core values of family, community, education and fun. Our focus has always been on community before commerce, and we deliver on that promise by going the extra smile. To many people around the globe, we're the happiest place on earth."

The incomparable combination of a one-of-a-kind in-store experience, trendsetting tastes, and effective ongoing marketing programs that command trial and repeat visits, often multiple times a week, have put Menchie's into a class of its own in the frozen yogurt category. This winning formula has attracted a talented collection of franchise investors the world over.

"Enthusiasm from investors also reflects the company's mission to 'make you smile.' I can see it on their faces and they can see it on our guests' faces. It's in our DNA," added Kleinberger. "In 2011, we've opened nearly 40 stores already and plan to open about another 30 before the end of the year. Reaching the century mark in three short years clearly confirms the undeniable craving for Menchie's and we'll see that result in our reaching 250 stores in the next 12 months."

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The sea of momentum behind Menchie's has sent ripples across the United States and beyond. Menchie's Canadian master franchisor, which began growing the brand a year ago in Canada, recently completed agreements to add 38 Menchie's franchises in Ontario, British Columbia and Alberta over the next five years. Additionally, Menchie's has contracts for locations in Mexico, Puerto Rico, Trinidad and Tobago, the United Kingdom, Egypt, Jordan, Saudi Arabia, Kuwait, Qatar, United Arab Emirates, India, China, Japan, Australia and New Zealand.

The company's rapid expansion has also caught the attention of industry insider publication *Restaurant Business Magazine*. In 2010, Menchie's was ranked 1st place in its "Future 50" list, awarding the brand the fastest-growing franchise in the restaurant industry (noting a 750 percent growth rate in 2010). Menchie's maintained its prominence on the "Future 50" list in 2011, securing 2nd place.

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 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 nearly repeated its top mark, achieving 2nd place on the list. Menchie's has 100 locations open, with an additional 120 currently in development, and is poised to total more than 250 locations in 2012. Menchie's has also begun international expansion, with two stores open in Canada, and has plans to operate stores in Mexico, Puerto Rico, Trinidad and Tobago, the United Kingdom, Egypt, Jordan, Saudi Arabia, Kuwait, Qatar, United Arab Emirates, India, China, Japan, Australia and New Zealand. For more information, including franchising opportunities, visit www.menchies.com.

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