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Menchie's Spreads Smiles Across the Pacific, Opening First Location in Japan

Burgeoning Brand's First Store in Sapporo Launches Active Growth Plans for Hokkaido and Beyond

ENCINO, Calif. (February 29, 2012) – Menchie's, North America's largest self-serve frozen yogurt franchise, has crossed the Pacific as the company announces the historic opening of its first store in Japan.

Menchie's Ario Sapporo is owned and operated by Menchie's Japanese master franchisor group, the NEO Corporation. This opening marks the first of three locations the NEO Corporation plans to open by the end of 2012. Additionally, Menchie's will be opening stores all over Japan in the next 10 years.

"We are happy to announce the opening of our first store in Japan, as for the first time Japanese residents will be provided with our one-of-a-kind family-friendly experience and delicious frozen yogurt as we spread more smiles across the globe," said Amit Kleinberger, CEO of Menchie's Global Headquarters.

The announcement of Menchie's development in Japan comes during a compelling expansion phase for Menchie's. With more than 160 locations open in the United States, Canada and Japan, and an additional 400 currently under development, Menchie's is the largest self-serve frozen yogurt franchise in the world. Opening an average of 10 stores per month, the company is poised to open 300 locations by the end of 2012.

"We continue to find opportunities to expand into new and emerging markets, redefining the frozen yogurt experience within communities across the world," added Kleinberger. "Opening in Sapporo is a great spring board for future expansion in Japan and neighboring regions."

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 to children, 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.

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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, 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 nearly 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 more than 160 locations open in the United States, Canada and Japan, with an additional 400 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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