



News Release

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Golden Spoon, The Ice Cream Lover's Frozen Yogurt, Reaches North to Canada

First 3 of 100 stores to open by end of 2010

Rancho Santa Margarita, California (October 26, 2010) – Golden Spoon Franchising, an arm of the largest frozen yogurt chain in Southern California, announced the signing of an agreement with Charko Investments to further the franchise expansion internationally. The initial location opened in Coquitlam, BC, in August. Additional stores will be open in Surrey and Richmond, BC.

Golden Spoon Franchising CEO Roger Clawson, said, "This agreement demonstrates our commitment to expand our franchise base and make the Golden Spoon brand a premium experience for consumers and franchisees globally. Our successful expansion into Japan and the Philippines confirms that Golden Spoon delivers results for our franchisees and offers a delicious and healthy frozen treat that consumers want."

The Golden Spoon proven franchise business model is designed to attract franchisees with a vested interest in the communities they serve, furthering the core Golden Spoon value of social responsibility through community involvement. The company is committed to providing the best franchise experience in the industry with a positive financial model, prime locations, corporate support and training, and premium health-conscious frozen yogurt for today's active lifestyle.

"Signing this agreement with Charko Investments is a great win for Golden Spoon," said Clawson. Their success as a multi-unit developer will enhance the Golden Spoon brand. We look forward to working with our new partner and expanding the brand further."

Charko Investments plans to open a total of 100 locations within 5 years as it continues to grow its base throughout Canada with a mix of corporate and franchise locations. Charko Investments also owns First Run Theaters.

“We are thrilled to partner with Golden Spoon to bring their delicious and healthy frozen yogurt to Canada,” commented Ken Charko, president and CEO of Charko Investments. “The superior taste and healthy benefits were the defining criteria in selecting Golden Spoon Frozen Yogurt. In addition, their community-based philosophy, commitment to social responsibility, and unique business model continues to deliver results for their owners, which is very important to us.”

Charko added, “Moms want healthy snacks for their families. Golden Spoon tastes like ice cream with all the wholesome goodness of yogurt. It’s the ideal treat that Moms feel good about.”

Consumers prefer the taste and creamy texture of ice cream, but want the health benefits of yogurt. Golden Spoon’s frozen yogurt is the healthy indulgence, with low calories and no fat, calcium, protein, and probiotics (live, active cultures). Consumers can satisfy their craving for ice cream without the guilt, which is why Golden Spoon *is* “ice cream” to customers of all ages.

About Golden Spoon Franchising

Golden Spoon Franchising is the business expansion arm of Golden Spoon, the popular Rancho Santa Margarita-based frozen yogurt chain. Founded in 1983, Golden Spoon has earned its reputation as “The Ice Cream Lover’s Frozen Yogurt” with more than 50 flavors that range from Old-Fashioned Vanilla and Just Chocolate to Cake Batter and Simply Tart. Golden Spoon frozen yogurt is a low-calorie, non-fat premium frozen treat that tastes like ice cream and promotes a healthy lifestyle. As a result, it is the premier brand of soft-serve frozen yogurt in Southern California, Arizona, Nevada, and Southern Utah, selling more yogurt here than any other frozen yogurt or ice cream chain. Golden Spoon has more than 125 stores open in the United States, Japan, and Philippines.

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