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TOP 10 SEMIFINALISTS CHOSEN FOR THE GREAT TCBY STORE GIVEAWAY

*Candidates From Across the Country Vie for a Chance to
Win a Store Valued at More Than \$300,000*

SALT LAKE CITY (April 12, 2010) – TCBY, The Country's Best Yogurt and frozen yogurt innovator, announces the top 10 semifinalists competing for a shot at winning a TCBY store valued at more than \$300,000. Starting April 26, the public will be able to vote for their favorite candidate at TCBY.com, and to nominate the five finalists in the "This Could Be Yours, The Great TCBY Store Giveaway."

"We were overwhelmed with the amount of entries for the store giveaway contest, especially by the quality and creativity of candidates," says Michael Ward, chief executive officer of TCBY. "The entrepreneurial spirit that each of these top 10 possesses would make any of them a great contender for the store. We are so excited to see who the public chooses as their top five and can't wait to announce our newest franchisee."

Voting for the five finalists will begin on April 26, 2010, at TCBY.com, and continue through May 2, 2010. Following public voting, TCBY will choose a winner from the public's favorite five.

Contestants from Across the Country

Jennifer Warhurst and her husband met at a TCBY, and even incorporated the brand into their wedding ceremony. Both have a wealth of professional experience and for the past seven years have run a successful, chiropractic wellness center. Warhurst believes that Boulder, Colo. is the perfect spot for a TCBY, especially given the Gallup recognition of happiest, healthiest city in America.

Tonya Bromante is a dental hygienist with more than 20 years in the business. She would like to own a small business which would allow her to have more of an impact on her community. As the parent of two children, she would like to be able to give back to schools and youth activities. She believes that Crofton, Maryland, one of *Money Magazine's* "100 Best Places to Live," deserves to have the country's best yogurt.

The Naltys believe with the increasing attention to health in their community, Doylestown, Penn., frozen yogurt is well positioned to succeed. With a wealth of experience in the food industry, and a successful entrepreneurship background, the family is ready to hit the ground running with their very own store. Kevin Nalty or "Nalts"



The Country's Best Yogurt.®

is even one of YouTube's most-viewed comedians, which must explain why their video entry, "Yogurt Boy" is already a YouTube sensation!

Sarah and Jared Greer currently own and manage two small businesses, Greer Property Solutions and Tears for Life. They are both very active volunteers in the community with organizations, such as The Komen Foundation, Junior League of Northwest Arkansas and the Children's Safety Center. As graduates of the University of Arkansas, their plan is to open a store near the school's campus in Fayetteville, Ark.

Andrew and Laurie Hogan have three simple reasons for why they believe they should be selected to open the TCBY. They want to create a community-gathering place, provide job opportunities for people in the community and create memorable customer experiences. They believe this combination will be something the High Point, N.C. community will believe in and be proud of.

Heetal Patel has experience in operating franchises and with a degree in Business Administration & Marketing and expertise in hospitality and retail, she feels she is the perfect candidate to open a store in Hillsboro, Ore. If she wins the "Great TCBY Store Giveaway," she plans to open an additional location within a year.

The Wieczorek's are high school sweethearts who have worked together many times, but always dreamed of owning their own business together. They believe that Lee's Summit, Mo. is the perfect location for a TCBY due to the Top 100 Best Cities to Live, Top 50 Growing Cities and Top Wealthiest Cities in America rankings.

Kevin Selle is the chief meteorologist for Texas Cable News in the Dallas/Ft. Worth area and operates a media production company, working with real estate clients, and voiceover production. With 86 percent of Mansfield, Texas' households being families, Selle believes Mansfield is a great town for a TCBY.

Garrick Hyde is an award winning small business owner and president of a consulting firm, founded in 1995. In 2005 he felt inspired to begin a family humanitarian project to help humble artisans in poor countries where 100 percent of profits are donated to charities benefiting women and children as a means to start small businesses, and support education. Hyde resides in South Jordan, Utah and thinks a TCBY would be a perfect fit for the town.

Cristina Cardenas worked for a local TCBY in Fort Wayne, Ind. during her high school years. She and her husband, Carlos, have five children and hope that winning this TCBY store will be a family affair. The Cardenas family believes that the University Park, Fla. area is perfect for a TCBY due to the booming growth of the area over the last six years, and the continued future growth of the area, including a luxury mall and state-of-the-art national rowing facility.

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About TCBY

Based in Salt Lake City, Utah, TCBY (The Country's Best Yogurt) has been a frozen yogurt innovator from the day its first shop opened in Little Rock, Arkansas in 1981.



The Country's Best Yogurt.®

Today, with more than 800 locations both in the United States and internationally, TCBY's "Best Tasting, Best For You™" yogurt still is the healthier alternative for consumers looking for a delicious treat or snack. To learn more check out www.TCBY.com.