



**The Country's Best Yogurt.®**

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**FIVE FINALISTS REMAIN IN TCBY \$300,000 STORE GIVEAWAY**

*Company to Choose One Lucky Contestant and Town to Win It All*

**SALT LAKE CITY (May 11, 2010)** – TCBY, The Country's Best Yogurt and frozen yogurt innovator, announces the top five finalists for the "This Could Be Yours, The Great TCBY Store Giveaway." One step closer to winning a TCBY store valued at more than \$300,000, the five finalists were determined by an astounding turnout of public vote from April 26 thru May 10, which narrowed down the field from 10.

Candidates took to the streets, local media and the Web vying for support from their community and peers. Many contestants created Facebook and Twitter accounts to reach potential voters, and future customers, to keep them updated with activities and announcements surrounding the Store Giveaway. The finalists will now go through TCBY's standard franchisee screening process, in which business experience, financial assets, background check and other criteria will be evaluated. The Grand Prize Winner will be notified on May 25, 2010 and will be announced once the prize is accepted.

"We have been extremely pleased with how this contest has panned out, from the caliber of submissions we received to the high volume of votes counted, everything has exceeded our expectations," says Michael Ward, CEO of TCBY. "We have five amazing finalist and I would be happy with any one of them joining the TCBY family and becoming our newest franchisee."

The Great TCBY Store Giveaway contest was open to all U.S. residents over the age of 21. To enter, contestants had to submit a video, no longer than two minutes, explaining why they should be the recipient of their very own TCBY, why their town is the perfect location, and what they have to offer the brand. All of the submissions were judged on creativity, a sense of business acumen, and originality



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### **Meet the Five Finalists**

- Tonya Bromante, Crofton, Md. – Tonya 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, one of *Money Magazine's* "100 Best Places to Live," deserves to have the country's best yogurt.
- Sarah and Jared Greer, Fayetteville, Ark. – The Greer's 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.
- Garrick Hyde, South Jordan, Utah – Garrick 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.
- The Nalty Family, Doylestown, Penn. – The Nalty's believe with the increasing attention to health in their community, 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" is even one of YouTube's most-viewed comedians, which must explain why their video entry, "Yogurt Boy" is already a YouTube sensation!
- Heetal Patel, Hillsboro, Ore. – Heetal 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.

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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. 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](http://www.TCBY.com).