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**TCBY “SHOWING THE LOVE” ON MOTHER’S DAY WITH ITS SIGNATURE
FROZEN YOGURT THAT MOMS HAVE LOVED FOR DECADES**

*Third Annual Giveaway Says Thanks to Moms with a Free Small Cup or Cone of America’s
“Healthy Frozen Yogurt”*

SALT LAKE CITY – May 3, 2010 – TCBY, The Country’s Best Yogurt, credited with pioneering the frozen yogurt category in the 80s, wants moms to know how important they have been to its heritage for almost 30 years. Knowing moms have become increasingly aware of the importance of eating healthier and making sure their families eat healthier, TCBY invites moms to indulge on their special day without the guilt.

Featuring non-fat yogurt plentiful in Calcium, Vitamin A, Vitamin D and Fiber, TCBY’s frozen yogurt isn’t just a delightful escape, but loaded with nutrition. More important, especially for moms and their children, TCBY features the industry’s most abundant amounts of prebiotics and probiotics, including the largest concentration of live cultures.

So for the third year in a row, it will offer free frozen yogurt to Mom’s on Mother’s Day, Sunday, May 9. Mom’s will have the choice of their favorite flavors such as popular White Chocolate Mousse or new limited time offers, Butter Pecan or Ruby Red Grapefruit, served in a cup or cone.

“Moms have been good to TCBY for years so it’s a small gesture on our part to recognize them on their day,” says Michael Ward, president of TCBY. “Moms have also been the motivation for our increased investment in research and development in the last two years with our intent on serving a product that is considered ‘healthy’ by even the most critical nutritionists, and still delivering the great taste of frozen yogurt customers expect from TCBY. We feel we have delivered on that front and Mother’s Day is simply one way for us to share that innovation.”

Participating stores may vary. Contact your local store for details. Store information and locator can be found at storelocator.tcbby.com.

About TCBY

Based in Salt Lake City, 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. Ever since, the great-tasting, low-fat frozen yogurt concept has received an enthusiastic response from an increasingly health-conscious public. With more than 600 locations both in the United States and internationally, TCBY - Best Tasting, Best For You™ has long been a healthier alternative for consumers looking for a treat or snack. To learn more check out www.TCBY.com.

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