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FOR IMMEDIATE RELEASE

Olympic Gold Medalist Joins Menchie's Canada Expansion

Fastest-Growing Self-Serve Frozen Yogurt Chain Signs Deal to Open Three Stores in St John's making Menchie's the only coast to coast national chain

Toronto, ON—January 10, 2012- Menchie's, the fastest-growing self-serve frozen yogurt chain, today announced that it has signed an area development agreement to open three Menchie's franchises in St John's Newfoundland. The deal was entered into between Yogurtworld Franchising Corp., the master franchisor of Menchie's in Canada, and Brad Gushue, Canadian Olympic Gold Medalist in Curling. With stores already in B.C, Alberta and Ontario, this deal makes Menchie's the only coast to coast national chain in Canada.

The expansion of the Menchie's brand from coast to coast across Canada continues with the signing of this three store development agreement in St John's. "We are delighted that we will soon have stores open in St John's and have no doubt that the St John's market will be sensational. There is nothing in St John's in any way similar to the Menchie's experience" stated Michael Shneer, president of Yogurtworld Franchising Corp. Shneer added "we are equally proud of the fact that we are now a truly national chain in Canada and that no other self serve frozen yogurt chain is even remotely close to that accomplishment."

Brad Gushue added, "Having won an Olympic Gold Medal, it's always been important for me to be associated with the best in whatever endeavour I'm involved in. I selected Menchie's because it is the gold standard in the frozen yogurt industry. I know that the community is going to love the family friendly environment and we can't wait to get the first store open." The first store will be located at 191 Kenmount Rd in St John's and should open sometime in April 2012.

Menchie's guests help themselves to an unlimited mix of yogurt and toppings at a unique self-serve station with more than 100 rotating yogurt flavors from cake batter and green apple tart to peanut butter and pina colada, and more than 70 rotating toppings including fresh fruits, granolas, nuts, an assortment of candies and hot sauces. Menchie's uses the highest quality frozen yogurt at all of its locations globally, made exclusively through its own private label. Furthermore, 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 in the U.S.

Menchie's success comes from helping guests create memories in a family-friendly environment that is both warm and welcoming. The interactive store experience, relaxing indoor and outdoor seating areas, and enjoyable music create the ideal place for families to gather every day. To make the experience a little sweeter, Menchie's provides free stickers and balloons to children at the store.

Menchie's is also actively involved in the communities 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.

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 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 150 locations open, with an additional 200 currently in development, and is poised to total more than 250 open locations by the end of 2012. For more information, including franchising opportunities, visit www.menchies.com.

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