

Yogen Früz to Open 30 Australian Locations with New Master Franchisee

"Yo-Fro Chain's Agreement with Orbiz Corporation Plans 7 New Locations Down Under over Next 12 Months, First Opening in December '08."

Canada (Press Release) September 11, 2008 -- Yogen Früz, a frozen yogurt chain with 1,100 stores in over 20 countries, announced today that it has entered into a newly signed development agreement with Orbiz Corporation Pty Ltd. that will expand the franchise by 30 locations into Australia over the span of the agreement, beginning with a December store opening in Brisbane and 6 more projected openings for the next 6-12 months.

Orbiz Corporation Pty Ltd. will bring its successful retailing experience, multi business management skill, and strong food background into this relationship, which Yogen Früz expects to be very successful.

"Australia is a continent we've been hoping to expand to for a few years, but we hadn't found the right franchisee for the job until we began discussion with Orbiz Corporation Pty Ltd.," mentioned Aaron Serruya, co-founder of Yogen Früz. "The team at Orbiz brings a strong background, as well as an unparalleled business passion and the belief that this brand can thrive under their leadership."

Yogen Früz's signature create-your-own yogurt/fruit blends are made from a combination of low-fat, non-fat or no-sugar-added frozen yogurt and any of 16 varieties of flash-frozen fresh fruit, mixed in the company's proprietary machines while customers watch. Low-fat and non-fat yogurt (as well as the dairy smoothies) are packed with added probiotic cultures that have been shown to promote a healthy digestive system, improve mineral absorption, fortify the immune system, manage lactose intolerance and even help lower cholesterol.

"Yogen Früz's growth over the past year is proof enough that the company offers a great product and quality service and promotes healthy living," commented Jenelle Moloney, Managing Director of Orbiz Corporation Pty Ltd. "We are happy to be part of such a recognized fro-yo industry name and believe this will be a fruitful relationship for both parties."

About Yogen Früz

Yogen Früz is a world leader in the frozen dessert category, with 1,100 locations operating in over 20 countries. Yogen Früz pioneered the frozen yogurt category in Canada when it opened its first store in 1986. It remains a category leader with its broad menu, unique blending system, added probiotic cultures, distinctive store design and more than two decades of global operation.

For more information, visit www.yogenfruz.com.

