



EXPANSION INTO LOS ANGELES USA

Yogen Früz Canada Inc., October 01, 2007

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Toronto, Ontario (October 1, 2007) – Yogen Früz USA Inc. is pleased to announce that the Company has completed a Master Franchise Agreement with YF LA Inc. for Southern Los Angeles County, in the State of California, U.S.A. This agreement extends to cities such as Long Beach, Santa Monica and Pasadena.

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Yogen Früz expects to begin opening its contemporary retail stores in Los Angeles by early 2008. “Since opening the first Yogen Früz outlet in 1986, Yogen Früz has enjoyed 22 years of continuous viability and profitability in Canada and around the world” said Aaron Serruya, the Company’s President. “The agreement announced today builds on that pattern of success, by opening a large new market and presenting more of our healthy frozen dessert to consumers while adding scope and depth to our franchising business in the USA. We look forward to working with YF LA Inc. to successfully launch Yogen Früz in Los Angeles County.”

The Company will be retaining the rights for the remaining portion of LA County to develop that part of the state via corporate and franchised stores. “We are excited about our most aggressive expansion ever, which is to be focused in the USA,” said Serruya. “We are seeking strong retail locations throughout the USA, but specifically in the States of Florida, San Francisco Bay Area and now LA County. The Company is planning to open over 1,000 locations in the USA over the next 7 – 10 years.”

Yogen Früz USA Inc., is a subsidiary of Yogen Früz Canada Inc., a world leader in the frozen dessert category, with over 1,100 locations operating in over 20 countries around the world. Yogen Früz pioneered the frozen dessert/snack business when it opened its first store in 1986. Today with its new assortment of proprietary Probiotic frozen yogurt and its dairy and non dairy smoothies, it continues its strong tradition of market innovation and leadership. Yogen Früz provides customers with a healthy alternative to fast food that’s great tasting and nutritious, making it a great product for today’s healthy and active lifestyle.

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About Yogen Früz Canada Inc.

a world leader in the frozen dessert category, with over 1,100 locations operating in over 20 countries around the world, serving a healthy choice lifestyle product, for every member of the family

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