

**Oregon Resident Alesha Coleman Wins Her Own MaggieMoo's
Franchise In MaggieMoo's FBLA-PBL Business Plan Writing Contest**
Winner named last night at FBLA 2006 National Leadership Conference opening session

COLUMBIA, Md. (June 30, 2006)- Alesha Coleman, 18, of Philomath, Ore., is tasting sweet success, as she now is the proud owner of a MaggieMoo's International Treatery franchise, one of the top franchises in the super-premium ice cream category.

Named the winner of the MaggieMoo's and The Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) Business Plan Writing Contest, Coleman was awarded the MaggieMoo's franchise on Thursday, June 29, at the opening session of the FBLA 2006 National Leadership Conference in Nashville, Tenn.

"I am so excited to be joining the MaggieMoo's family," said Coleman. "I can't wait to open my own Treatery and implement the ideas I presented in my business plan. Look out Oregon, MaggieMoo's is coming!"

FBLA-PBL members throughout the country were invited to submit a formal business plan for opening and operating a MaggieMoo's Treatery. The contest winner was awarded the choice of a MaggieMoo's franchise—MaggieMoo's will waive the \$30,000 franchise fee—or a \$10,000 college scholarship. Applicants were asked to address all areas of business development including demonstrating a knowledge of the ice cream industry, identifying a potential Treatery location, determining an operating budget, marketing outreach and employee staffing.

Of the number of applications submitted, four finalist were chosen in mid-June, with Coleman named as the winner and Dani Hart, Grants Pass, Ore; Julia LaRoche, Farmville, Va.; and Akrum Ali, Spring, Texas, named as the first, second and third runners-up at the Conference's opening session Thursday. The runners-up were awarded a \$100 MaggieMoo's gift card, MaggieMoo's apparel and a congratulatory plaque.

"The four finalists presented outstanding business plans," said Jameson. "As a matter of fact, everyone who judged the contest was very impressed with the level of detail in all of the plans submitted."

Jameson added, "We will be especially excited to watch Alesha execute her business plan and help her open and run her own MaggieMoo's Treatery."

Coleman recently graduated from Philomath High School. She was an active FBLA member, serving as Secretary and Public Relations Director. Additionally, she was a varsity cheerleader, varsity swim team member, was active in the PHS Biodiesel Initiative and a National Honor Society member. She plans to attend Pacific University and study molecular biology, and hopefully attend medical school. She plans to open her MaggieMoo's franchise within close proximity to Pacific University, where she can have an active role in the management and operation of the Treatory.

MaggieMoo's and FBLA-PBL have been partners since 2004. MaggieMoo's firmly supports FBLA-PBL's mission in preparing young people for success in business and developing entrepreneurial skills. In addition to the Business Plan Writing Contest, MaggieMoo's is a national sponsor and hosts FBLA-PBL "Celebrity Scoop Night" fundraisers at its Treateries nationwide.

About Future Business Leaders of America-Phi Beta Lambda

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is a nonprofit organization that prepares students for careers in business and business education. Its 250,000 members and advisers in 15,000 chartered chapters include students from the United States, Puerto Rico, the Virgin Islands, Bermuda, Guam, the Cayman Islands, and Europe. Its mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. To learn more, see FBLA-PBL's Web site at www.fbla-pbl.org or call (800) FBLA-WIN.

About MaggieMoo's Ice Cream and Treatory

Based in Columbia, Md., MaggieMoo's currently operates more than 190 Treateries across the nation. Each location features a menu of freshly made super-premium ice creams, mix-ins, smoothies, the country's first ice cream cupcakes and custom ice cream cakes. MaggieMoo's chocolate, dark chocolate, vanilla, vanilla bean and strawberry ice cream flavors all have been awarded The National Ice Cream Retailers Association's prestigious Blue Ribbon Award, for taste, texture and overall appearance for eight years running. MaggieMoo's is the only national retail concept to win all five awards.

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