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HOUSE OF BREAD TO DEBUT “WORLD’S LARGEST CINNAMON ROLL”
AT WEST COAST FRANCHISE EXPO TODAY

SAN LUIS OBISPO, Calif. (Nov. 3, 2006) – In a culinary feat that is sure to astound the public and professionals alike, the House of Bread bakery will unveil the “World’s Largest Cinnamon Roll” – literally – at the West Coast Franchise Expo in Los Angeles today.

The House of Bread, a specialty bakery franchise headquartered on California’s Central Coast, already holds the actual record for the World’s Largest Cinnamon Roll in the Guinness Book of World Records. In producing the company’s behemoth creation for the Expo, House of Bread founder and CEO Sheila McCann and her team of bakers will attempt to beat their own personal best with the largest cinnamon roll yet.

The delectable, gooey confection, whose regular-size cousin is a mainstay at House of Bread bakeries, will be nearly the size of a Volkswagen, weigh between 70 and 80 pounds, and require six people to carry into the exhibition hall. Visitors to the Expo, expected to number in the thousands, will have a chance to see the record-breaking pastry up close and personal at the House of Bread booth 748, as well as sample the company’s fresh, natural treats.

Seemingly all in good fun, the enormous cinnamon roll actually symbolizes the tremendous opportunity and support system offered to House of Bread franchisees.

“To some, it may seem like a gimmick,” says McCann, “but to us, this colossal bun truly represents the size of our commitment to House of Bread franchisees, and the strength of our franchisee support program. We know that success in this business requires not only a high-quality, healthy and delicious product, but ongoing support and assistance for the owners who put their heart and soul into the business”

That support includes frequent educational events, such as conferences with nutrition experts, and a robust corporate marketing and public relations program that raises public awareness of the company and provides in-store promotional materials. And, in what has become a signature event for the House of Bread, McCann herself flies in to assist new franchise owners in producing one of the giant cinnamon rolls for each location’s grand opening. The massive treat is then served to bakery visitors throughout the day.

Known for its focus on fresh, natural ingredients, the House of Bread delivers a healthy dose of good nutrition along with great taste.

“One of the best things about this business is that House of Bread products not only taste terrific, they are 100 percent natural, healthy and mostly organic,” said McCann. “We mill our own flour daily at each location from high-protein wheat berries grown in Montana and use honey, a natural preservative, instead of high fructose corn syrup or white sugar. Most of our products use whole grains and are high in fiber, and many are available in low-fat versions, allowing us to cater to an even broader customer base.”

McCann, a former public defender, left the judicial system behind to start House of Bread, considers the baking industry to be a “kinder, gentler” business. She explained that the House of Bread franchise opportunity is perfect for entrepreneurial people seeking to transition from the fast-paced, high-stress corporate world to a simpler, more balanced career and lifestyle. As a testament to the company’s attraction to accomplished professionals, many of House of Bread’s franchise owners come from the ranks of industry-leading corporations across the country.

For additional information about House of Bread’s appearance at the West Coast Franchise Expo or to inquire about franchising opportunities, please contact McCann at 800-545-5146.

About House of Bread

Sheila McCann opened the first House of Bread in San Luis Obispo, Calif., in 1996. In 2000, she began a national franchise program that has expanded into 9 locations in six states. All House of Bread recipes rely on fresh, high-quality ingredients, such as high-protein wheat berries from Montana that are ground into flour daily at each House of Bread bakery. House of Bread locations include: Flagstaff, Ariz.; Fremont, Roseville, San Luis Obispo and Albany, Calif.; New Orleans, La.; Reno; Salt Lake City, Ut.; and Mill Creek, Wash. Future locations include Arroyo Grande, Long Beach, Northridge and Valencia, Calif., as well as Phoenix, Arizona and Carson City, Nevada.

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