

MaggieMoo's Introduces America's New *Fresh Star*

(Columbia, MD) Oct. 11, 2006 – The votes are in! In a national contest by MaggieMoo's International, America has chosen **Better Batter Boogie Board®**, a delicious combination of Better Batter® ice cream, rainbow sprinkles, brownies and fudge, as its *Fresh Star*. From May 24 through Sept. 15, over 16,300 customers went online and voted for their favorite MaggieMoo's Fresh Escape ice cream creation, automatically registering to win prizes such as iPods and iTunes gift cards.

Savannah Huthmacher of San Diego won the grand prize in a drawing held Sept. 15. She was awarded a video iPod, MaggieMoo's \$100 gift card, \$100 iTunes gift card and a *Fresh Star* t-shirt. Ten first-place winners received an iPod Shuffle and a \$50 MaggieMoo's gift card, and 100 runner-up winners received a \$5 MaggieMoo's gift card and *Fresh Star* t-shirt.

"We'd like to thank everybody who cast their vote for America's newest *Fresh Star*," said Jon Jameson, CEO of MaggieMoo's. "We know it was a tough choice, since all the Fresh Escapes are creamy and delicious, but we're pleased Better Batter Boogie Board® is America's *Fresh Star*."

Fresh Escapes are one-of-a-kind ice cream creations that include MaggieMoo's award-winning ice creams, paired with mix-ins such as cookie dough or M&M's®. MaggieMoo's introduced eight new and creative Fresh Escapes this summer, in addition to its existing 14, to be contenders in the *Fresh Star* contest. Other close runners-up include **Better Batter Cake Carnival®** (Better Batter® ice cream, Twix®, cookie dough and fudge), **Berry Cheesecake Lake™** (cheesecake ice cream, strawberries, raspberries and strawberry sauce), **Cotton Candy Ski Jump®** (Cotton Candy ice cream, mini marshmallows, M&M's® and marshmallows), **Butter Pecan Port of Call™** (Butter Pecan ice cream, pecans, chocolate flakes and caramel), **Chocolate 2 the Xtreme®** (Dark Chocolate ice cream, M&M's®, chocolate sprinkles and fudge) and **Banana Beach®** (Fresh Banana ice cream, walnuts, bananas and caramel).

"Even though the contest is over, the Fresh Escapes are sticking around," added Jameson. "All the unique and tasty creations will still be available at MaggieMoo's Treateries nationwide."

About MaggieMoo's Ice Cream and Treatery

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, sorbets, 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.

###

Media Contact:

Erin Day

HKA, Inc.

(714) 426-0444 PST

Erin@hkamarcom.com