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Ice Cream Cupcakes Have Arrived at MaggieMoo's Treateries Nationwide *MaggieMoo's introduces first cupcake you can eat with a spoon*

Columbia, MD (February 16, 2006)- MaggieMoo's International today announced the launch of its new ice cream cupcakes- an innovative tie-in to the latest culinary dessert trend sweeping the county. Adding to its award-winning ice creams and delectable desserts, MaggieMoo's Treateries are now enticing customers with the ice cream version of the traditional cupcake.

Cupcakes are creating a buzz in the dessert industry- and among celebrities and non-celebrities alike. With recent appearances on hit TV shows such as "Sex and the City," cupcakes are becoming wildly popular. In fact, they are so popular some couples are opting for a "cupcake tower" rather than a traditional wedding cake.

"They are no longer just for kids, cupcakes are now considered the 'trendy' dessert," said Jon Jameson, CEO of MaggieMoo's International. "Given their recent popularity, we decided to be the first to create ice cream cupcakes, using our award-winning MaggieMoo's ice cream and rich chocolate ganache."

The original MaggieMoo's ice cream cupcake consists of award-winning dark chocolate ice cream, a layer of chocolate cake and marshmallow filling, all topped with ganache and a swirl of Better Crème. Although this is the signature cupcake flavor, Treateries have been given creative license to make any design and flavor of cupcakes. Customers also can custom order cupcakes for birthday parties and special events.

The ice cream cupcakes are quick and convenient, perfect for everything from birthday to dinner parties, and can be purchased in four- and six-pack containers. Visit www.maggiemoos.com for a map of all Treateries locations.

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MaggieMoo's/Add One

Based in Columbia, MD, MaggieMoo's currently operates more than 172 Treateries across the nation. Each location features a menu of freshly made premium ice creams, mix-ins, smoothies 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.

For more information on MaggieMoo's log onto www.maggiemoos.com.

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