

MyPrint Corporation Clarifies Agreement

With Leading Franchise Organization FOCUS Brands

(IRVINE, Calif., January 26, 2007) – MyPrint Corporation today clarified that it has signed a multi-year agreement with Carvel®, a division of FOCUS Brands. MyPrint will work with Carvel to develop and implement a comprehensive local-store marketing portal utilizing the company's award-winning, on-demand software application, eTools, to directly support the ice cream company's marketing efforts.

The portal will offer Carvel franchise locations a large variety of approved marketing and training aids. In addition, franchisees can selectively edit and print only the marketing materials necessary, and the software allows corporate marketing managers to introduce new materials quickly and cost effectively.

“This solution will eliminate unnecessary production and storage of many items. It will create tremendous efficiencies for Carvel,” said Kent Barkouras, CEO of MyPrint. “We look forward to supporting their marketing efforts system wide.”

About MyPrint Corporation

MyPrint Corporation, headquartered in Irvine, Calif., provides national customers with unique on-demand complete business solutions, including software applications, print-on-demand, commercial printing, direct mail, fulfillment, and inventory management. MyPrint Corporation serves leading corporations throughout the United States and Canada in industries ranging from hospitality and entertainment to travel and manufacturing and has begun offering its eTools software application through a licensing model. For more information, call the company's headquarters at (949) 261-0333, or visit the company's Web site located at www.myprint.com.

About eTools, LLC

eTools is a wholly owned division of MyPrint Corporation and offers revolutionary and innovative print management software solutions to industry leading companies in fields ranging from entertainment to manufacturing to healthcare.

The company's software applications enable the largest organizations in the world to easily manage and order branded sales and marketing materials cost effectively from a web-based portal. The software offers powerful visual catalogs, workflow and approval features and provides detailed reporting capabilities.

About FOCUS Brands

FOCUS Brands Inc. is the franchisor and operator of over 1,750 ice cream stores, bakeries, sandwich shops, and cafes in the United States, the District of Columbia, Puerto Rico, and 33 foreign countries under the brand names [Carvel®](#), [Cinnabon®](#),

Schlotsky's®, and the franchisor of Seattle's Best Coffee® on military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy."