



Media Contact:

Christy Olliff
Trevelino/Keller Communications Group
404-214-0722 Ext. 117
colliff@trevelinokeller.com

**TCBY CELEBRATES NATIONAL FROZEN YOGURT MONTH BY OFFERING DAD'S
A FREE CUP OR CONE ON FATHER'S DAY**

Third Annual Giveaway Says Thanks to Dads with America's "Healthy Frozen Yogurt"

SALT LAKE CITY – June 4, 2010 – TCBY, The Country's Best Yogurt, credited with pioneering the frozen yogurt category in the 80s, wants dads to know how important they are as it celebrates Father's Day and National Frozen Yogurt month. Just like moms, dads have become increasingly aware of the importance of eating healthier and making sure their families eat healthier, so TCBY invites dads to bring the whole family by to indulge without the guilt on this special day.

Featuring non-fat yogurt plentiful in Calcium, Vitamin A, Vitamin D and Fiber, TCBY's frozen yogurt isn't just a delightful escape, but loaded with nutrition. More important, especially for dads and their families, TCBY features the industry's most abundant amounts of prebiotics and probiotics, including the largest concentration of live and active cultures.

For the third year in a row, TCBY will offer free frozen yogurt to dads on Father's Day, Sunday, June 20. Dads will have the choice of their favorite flavors such as popular White Chocolate Mousse or new limited time offers, Butter Pecan or Ruby Red Grapefruit, served in a small cup or cone.

"As the pioneer of the frozen yogurt industry, it only makes sense that we celebrate National Frozen Yogurt month with a bang, and as a gesture of kindness for all that they do, we want to recognize dads on their special day too," says Timothy Casey, CEO of TCBY. "We serve a product that is considered 'healthy' by even the most critical nutritionists, and still deliver the

great taste that frozen yogurt customers expect from TCBY, that's why we are the best choice for fro-yo treat during what we consider the best month of the year.”

Participating stores may vary. Contact your local store for details. Store information and locator can be found at storelocator.tcbby.com.

About TCBY

Based in Salt Lake City, TCBY, The Country's Best Yogurt has been a frozen yogurt innovator from the day its first shop opened in Little Rock, Arkansas in 1981. Ever since, the great-tasting, low-fat frozen yogurt concept has received an enthusiastic response from an increasingly health-conscious public. With more than 600 locations both in the United States and internationally, TCBY - Best Tasting, Best For You™ has long been a healthier alternative for consumers looking for a treat or snack. To learn more check out www.TCBY.com.

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