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Golden Spoon and EGS Announce Global Development Program

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September 23, 2009 - Rancho Santa Margarita, Calif - Golden Spoon Franchising, the second-largest frozen yogurt chain in the U.S. and Southern California's largest frozen yogurt chain, and Edwards Global Services (EGS), the leading global development management consultant firm to U.S. franchise companies, today announced an agreement for EGS to exclusively represent Golden Spoon in markets worldwide.

With Golden Spoon already operating units in Japan and with operations in the Philippines to start later this year, Golden Spoon and EGS will be targeting additional countries worldwide that seek a premium quality, non-fat desert product.

"Golden Spoon is 'the ice cream lover's frozen yogurt' that combines premium, soft-served ice cream taste with our devotion to health-conscious products," said Roger Clawson, CEO of Golden Spoon Franchising. "People prefer the taste and texture of ice cream, but they want the health benefits of yogurt. Golden Spoon lets them have both."

"To rapidly build on our success in Asia to date, we have chosen EGS to represent us internationally due to their extensive experience and excellent reputation in working with high-quality franchise systems to develop markets in all regions of the world," said Clawson.

"We are thrilled with the opportunity to help introduce Golden Spoon and its superior products to consumers in new markets worldwide. People in Asia, the Middle East, Europe and Latin America will soon discover why Californians have loved Golden Spoon frozen yogurt for decades," said Robert Shaw, Chief Development Officer of EGS.

To further expand the Golden Spoon brand in Asia, EGS plans to introduce Golden Spoon to South East Asia via the 2009 Franchising & Licensing Asia EXPO in Singapore Oct. 15-17.

Founded in California 26 years ago, Golden Spoon enjoys an extremely loyal, near cult-like following of devoted customers now introducing Golden Spoon to a second generation of healthy dessert lovers. Meanwhile, interest and demand for healthy diet choices continues to increase in markets around the world. Golden Spoon offers a unique and considerable opportunity to proven international business developers.

Golden Spoon Licensed Development Opportunities

EGS now exclusively represents Golden Spoon outside the United States and welcomes expressions of interest from successful business development groups with proven experience in major brand development. For further information, please contact Robert Shaw at +1 949.224.3896 or at rshaw@edwardsglobal.com.

About Golden Spoon Franchising

Golden Spoon Franchising is the business expansion arm of Golden Spoon,

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the popular California-based frozen yogurt chain. Founded in 1983, Golden Spoon has spent years earning its reputation as “the ice cream lover’s frozen yogurt” with more than 50 proprietary recipes that range from Old-Fashioned Vanilla and Just Chocolate to Cake Batter, Cappuccino and Simply Tart. Golden Spoon’s frozen yogurts bridge the gap between indulgent treats and healthful snacking with low calories, little or no fat, calcium, protein and probiotics (live active cultures). As a result, it is the premier brand of soft-serve frozen yogurt in Southern California, Arizona, Nevada, and Southern Utah, selling more yogurt here than any other frozen yogurt or ice cream chain. Golden Spoon has more than 100 stores open in the United States, Japan and the Philippines.

View Company Website: <http://www.goldenspoon.com>

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