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International Yogurt Company to Open Fifteen Retail Locations in Upstate New York

Yogen Fruz serves customers a health experience unlike any they have tasted before

LOS ANGELES, Nov. 17 /PRNewswire/ -- On November 28th, international frozen yogurt company Yogen Fruz will be opening its first location in Upstate New York at Eastview Mall in Victor, NY. Yogen Fruz will be opening 15 retail locations throughout Upstate New York over the next two years. Established in 1986 in Toronto, Yogen Fruz quickly saturated Canada with over 100 locations in less than three years. Now featuring over 1,100 locations in more than 20 countries, Upstate New York is a wonderful addition to the worldwide franchise.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20081117/LAM512>)

The Yogen Fruz menu features its signature "Blend It" frozen yogurt, offering a combination of low-fat, non-fat or no-sugar-added frozen yogurt with a variety of flash-frozen fresh fruit blended individually. Yogen Fruz also offers its Tart "Top It" soft serve frozen yogurt, a refreshing yogurt with the choice of a wide range of fresh fruit and dry toppings. Other menu options include yogurt and non-dairy smoothies, and a variety of healthy additions and beverages.

A unique ingredient to all Yogen Fruz products is the inclusion of Probiotic cultures, which have been shown to promote a healthy digestive system, improve mineral absorption, fortify the immune system, manage lactose intolerance and even help lower cholesterol. Yogen Fruz has more than 17 million live Probiotic cultures per gram compared to as few as 69,000 for other brands, making its great tasting healthy snack alternatives even healthier.

"Upstate New York is the ideal market for Yogen Fruz," says Aaron Serruya, President of Yogen Fruz. "Studies indicate that Upstate New York has an above-average tendency towards health-consciousness. New York has always been on our U.S. road map and we look forward to offering customers delicious and nutritious frozen treats that complement their healthy and active lifestyles."

Yogen Fruz Upstate New York is proud to announce that a portion of its proceeds will help the non-profit organization, Compeer. Compeer Rochester helps youth and adults overcome the devastating effects of mental illness, such as loneliness, low self-esteem and isolation -- through the healing power of friendship. For further information please visit <http://www.rochester.compeer.org/>.

About Yogen Fruz: Yogen Fruz is a world leader in the frozen dessert category, featuring 1,100 locations in over 20 countries. Yogen Fruz pioneered the frozen yogurt category in Canada when it opened its first store in 1986. It remains a category leader with a broad menu, unique blending system, added probiotic cultures, distinctive store design and more than two decades of global operation. For further information please visit <http://www.yogenfruz.com/>.

CONTACT: Alexis Wallsh of Entertainment Fusion Group, +1-310-432-0020, ext. 114, Alexis@efgpr.com, for Yogen Fruz

Web site: <http://www.yogenfruz.com/> <http://www.rochester.compeer.org/>

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