

Good Times Expands the 100% All Natural Product Offerings

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Good Times Restaurants Inc. (Nasdaq: GTIM) today announced that they are gearing up for a big frozen treat season with a revitalization of their frozen custard program and a new television campaign this spring, complete with an exciting new message for consumers about frozen custard at Good Times.

Staying true to their long-standing commitment to 'all natural beef' as a cornerstone of the brand, Good Times will announce that their frozen custard is also now made with 'all natural milk, cream & eggs.' Like its 100% all natural beef, which is never exposed to growth hormones or antibiotics and is fed an all-vegetarian diet that contains no animal protein, the milk and cream used to make Good Times frozen custard comes from cows that are also vegetarian-fed and never contains additives, artificial preservatives or artificial growth hormones. The hens that lay the eggs similarly are classified 'all natural' and are raised on an all vegetarian diet.

'We would like to continue to expand the 100% all natural platform for Good Times and with frozen custard being a foundational part of our brand, we are thrilled that it is now made with all natural ingredients,' said Bob Turrill, Good Times' Vice President of Marketing.

In addition to the theme of all natural ingredients, the TV campaign will highlight Spoonbenders, Good Times' signature line of thick, rich frozen custard concoctions available in a wide variety of special recipe and build-your-own flavors and sizes. 'Through consumer research, our customers told us that they wanted greater choice in the size, price and ingredient choices in Spoonbenders, and in particular they told us they wished they had the option of a smaller size,' said Turrill. Whereas Good Times formerly offered 2 sizes of Spoonbenders, starting in May they will offer 3 sizes of Spoonbenders with a greater variety of ingredients to mix in.

The television campaign is scheduled to begin in May supported by new merchandising and promotional materials and will continue to feature Good Times' fun, quirky creative execution.

Good Times Burgers & Frozen Custard has 52 restaurants, mostly in Colorado serving premium quality, 100% all natural Coleman beef burgers, chicken sandwiches, and fresh frozen custard.

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