

LaSalle Brands Corporation Announces National Franchising of LaSalle Ice Cream and Bean Factory
Dessert Cafes
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The franchising concept builds on the success of the company's four wholly-owned LaSalle Ice Cream and Bean Factory stores in New York City, which operate in Manhattan and the Bronx.

'We are very excited about this franchising program, which will offer entrepreneurs a proven, profitable concept, and consumers a dessert café experience that offers a range of super-premium ice creams, gelatos, sorbets, fresh-baked pastries and gourmet coffees,' Frank Holdraker, CEO of the LaSalle Ice Cream Franchise Company, said.

Holdraker said he expects the first LaSalle Dessert Cafes to be open for business this summer. He added that the franchising effort will begin in Arizona and New York, with expansion across the South before the end of the year. The franchising plan calls for more than 30 dessert cafes to be operating throughout the country by the end of 2009.

Holdraker said he expects the franchising program to benefit from the recently announced expansion of distribution of LaSalle's line of super premium ice creams beyond the New York market. Currently the third best-selling super premium ice cream in New York City, LaSalle is broadening distribution of its 17 ice cream flavors and a new line of super premium novelties into the mid-Atlantic and Midwest.

'LaSalle's taste and value are proven winners in New York. We expect that success to continue with consumers in other regions of the country,' Holdraker said.

The LaSalle Brands dream was born in 1972 with the goal to bring the consumer a super premium all natural ice cream at an affordable price and pledge to create a delicious dairy desert using only the finest ingredients available.

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