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ORANGE LEAF FROZEN YOGURT LAUNCHES CAMPAIGN TO THANK U.S. TROOPS

*America's Frozen Yogurt™ Partners With National Nonprofit to
Celebrate 111th Store Opening on 11.11.11*

Oklahoma City (Nov. 1, 2011) – In celebration of its 111th store opening on Veterans Day, 11.11.11, [Orange Leaf Frozen Yogurt](#) is partnering with [AMillionThanks.org](#) to invite customers to join its new, national campaign, “Thanks A Million!” The Thanks A Million! campaign is committed to encouraging Americans to write letters of thanks to U.S. active and veteran troops overseas, stateside and at Veterans Affairs hospitals.

“Each letter of thanks to a service member makes a real difference in their lives,” said Shauna Fleming, founder of AMillionThanks.org. “We are honored that Orange Leaf has committed to support our efforts in such a significant way.”

From Nov. 1 through Nov. 11, 2011, Orange Leaf customers will find tools at any store location to write a brief letter of thanks in return for a variety of special offers for frozen yogurt, depending on their preferred store location. In addition, customers may go online at www.orangeleafyogurt.com and write an electronic letter through Thanksgiving. Orange Leaf and AMillionThanks.org, a nonprofit whose sole mission is to send letters of thanks to troops and veterans, will mail the letters after Thanksgiving.

“My father was in the military, so I know first-hand the sacrifices that soldiers and their families make to protect us here at home,” said Reese Travis, CEO of Orange Leaf. “While Orange Leaf is a relatively young national franchise, one reason we’re growing so quickly is because our stores, their owners and staff work hard to be an integral part of their local communities.”

Travis’ group acquired Orange Leaf in April 2010 with 15 stores in operation. Just over a year later, on Sept. 30, 2011, Orange Leaf opened its 100th store in West Des Moines, Iowa. With the opening of its 111th store and more than 40 additional stores under construction across the U.S. and Australia, Orange Leaf is poised to become one of the largest franchises in the self-serve frozen yogurt industry. According to Technomic, the frozen yogurt market is estimated at \$700 million to \$1 billion in annual sales.

About Orange Leaf Frozen Yogurt

Orange Leaf Frozen Yogurt is a self-serve, choose-your-own-toppings frozen dessert chain with a healthy mix of 12 corporate affiliate stores and 99 franchised locations from coast to coast. Orange Leaf’s pro-franchisee culture encourages owners to become a part of their communities and provides them with the necessary ingredients for success. Orange Leaf offers a multitude of delicious, traditional and original flavors, along with no sugar-added and dairy-free alternatives. Customized with a generous selection of do-it-yourself toppings, Orange Leaf provides an innocent indulgence, self-served in a stimulating atmosphere. For more information and franchise opportunities, visit www.orangeleafyogurt.com, like Orange Leaf Yogurt on [Facebook](#), or follow us on [Twitter](#) @myorangeleaf.

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