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Graeter's Ends Franchise Contract with International Brand Services, LLC
Graeter's Inc. franchisee to close Northern Kentucky and Lexington stores

CINCINNATI – November 29 2010 – Graeter's today announced that the company has ended its franchise contract with Elsmere-based International Brand Services, LLC, a franchisee of Graeter's Inc. International Brand Services previously operated four Graeter's retail stores in Lexington, KY and four stores in Northern Kentucky.

International Brand Services, LLC intends to close its eight Graeter's retail locations in Northern Kentucky and Lexington, effective Friday, December 3, 2010. These stores include:

- 301 Buttermilk Pike, Ft. Mitchell
- 1409 North Grand Avenue, Newport
- 342 Monmouth St., Newport
- 8860 US Highway 42, Florence
- 325 Romany Road, Lexington
- 3090 Helmsdale Place, Lexington
- 3735 Harrodsburg Road, Lexington
- 4101 Tates Creek Centre Drive, Lexington

"We want our Kentucky customers to know that we remain committed to them," stated CEO Richard Graeter. Although specific details have not been determined, Graeter's plans to open company-owned retail locations in Kentucky early next year, which could include reopening stores in the same locations operated by its former franchisee. Details of those plans will be announced shortly.

The company will honor all Graeter's gift cards at any of its other retail locations regardless of where the gift card was purchased.

Customers will still be able to purchase Graeter's in the Northern Kentucky and Lexington grocery stores that carry the ice cream, including Kroger, Remke big's and Meijer. Please visit www.graeters.com for specific store locations.

About Graeter's

Graeter's is a Cincinnati brand icon, with national prestige, that has become synonymous with indulgent taste experiences since 1870. Known nationally for its famous French Pot ice cream, Graeter's is one of the oldest continuously family-owned ice cream makers in the country. The founder's great grandsons still faithfully use the finest quality ingredients, trusted recipes and original methods of production in the Cincinnati manufacturing facility.

Graeter's operates 29 ice cream stores in Ohio: 14 in Cincinnati which also have candy and bakery products, 11 in Columbus, and four in Dayton. In addition, Tedesco, LLC, operates eight franchised Graeter's stores in Louisville, Kentucky and Indiana. To learn more about Graeter's, go to www.graeters.com.

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