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Boundless Brands Announces New Self-Serve Frozen Yogurt Franchise Concept

Omaha, Nebraska: June 16, 2011 – Boundless Brands LLC, the owner and franchisor of Omaha-based Scooter's Coffeehouse, has announced a new yogurt franchise concept.

"Yoji Frozen Yogurt", a self-serve frozen yogurt concept, is being introduced as a second addition to the Boundless Brands franchise company. The first location will open at the Legends Mall in Kansas City, KS in June. Yoji Frozen Yogurt will open in a co-brand space with Scooter's Coffeehouse, which will reflect the beginning of a strategic expansion by Boundless Brands to co-brand Yoji Frozen Yogurt and Scooter's Coffeehouse in select locations, such as malls. In addition to the Legends Mall, Boundless Brands is actively reviewing additional locations and projects 3-4 additional co-brand store openings before the end of the year.

"We believe that coffee and yogurt are a complementary and exciting pairing for our customers," stated Todd Graeve, Director of New Business Development for Boundless Brands. "In addition to a natural product synergy between Scooter's and Yoji, the business model offers optimization of space and labor. These collective ideas have driven the vision behind the strategic expansion of the two brands."

Jay Baker, COO for Boundless Brands agreed. "Customers know Scooter's for its amazing drinks and signature recipes. When co-branding Yoji Frozen Yogurt with Scooter's, we were motivated to create a yogurt concept that matched Scooter's quality.

"In developing Yoji, we wanted to create a franchise concept and name that engendered the question: 'What is Yoji?' We tell them, 'It's whatever you want it to be.' A selection of flavors and toppings to choose from will allow customers to create their own unique dish, their own signature recipe."