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**Fresh “Squeeze” Launches Into Smoothie Business**  
*Squeeze for Schools fundraiser May 2<sup>nd</sup>*

Greenwood Village, CO – Five juicy strawberries, one ripe banana, a splash of apple juice, one cup of frozen yogurt, talented employees and a passion to “embrace the good life” – that’s the recipe for success for Squeeze International, Inc. The Greenwood Village based company is celebrating its official launch into the booming smoothie business. It plans to open its 11<sup>th</sup> store located in Parker, Colorado in early May.

“The smoothie business is growing in Colorado and across the country. We feel there’s plenty of room in the market for a unique smoothie and juice bar that offers more than just your typical blended products,” said Rusty Elston, Chief Operating Officer of Squeeze.

All Squeeze stores are locally owned and operated, which allows them to become more intimately involved in the neighborhoods where they are located, and owners get to know their customers and their community. “We truly live by our motto of ‘Embrace the Good Life’ and we want to contribute back to the communities that we’re located in,” said Elston.

Squeeze for Schools is an ongoing program to benefit local schools. On May 2<sup>nd</sup> Squeeze stores will donate 15% of sales made between 4 p.m. and 7 p.m. to selected schools in each community where Squeeze stores are located.

Squeeze's initial venture into the smoothie business began a little over two years ago. Since that time, they've focused on building a solid foundation and hiring a corporate team with experience in the smoothie industry.

"We see a true opportunity in the fresh smoothie business and we've spent the past year developing a smoothie franchise that is poised for calculated, but exponential growth," said Elston. "We plan to open more than 300 Squeeze stores by 2010. And we have hired some tremendously talented people to help us achieve that."

Elston, himself, has vast experience in the franchise operations as a former owner and developer of software control systems designed and used nationwide in many franchise operations. Also, Richard Dean, president of Squeeze, was successful as a former area director for Quiznos, and was involved opening 120 stores. Squeeze is using a similar franchise model with area directors who can provide more personal and responsive service to franchisees.

Squeeze has evolved the smoothie bar concept by bringing together the finest and freshest ingredients available and artfully combining them to create more than 30 varieties of flavorful and healthy products, including fruit smoothies, squeezed-to-order juices and green teas. Squeeze has a new Citrus Summer menu featuring lemon and lime concoctions, including Lemango, Limeapple and Strawberry Lemonade.

Squeeze uses Individually Quick Frozen (IQF) fruit, which means it is picked ripe and immediately frozen to lock in nutrients and maximize flavor. In addition to traditional fruits, Squeeze also offers exotics like Açai and Amazon Cherry. Squeeze juice is 100% natural with no sugar added. All smoothies come with a free Squeeze Play nutritional supplement.

Squeeze stores are currently located in Castle Rock, Denver, Highlands Ranch, Littleton, Longmont, Parker and Westminster. Additional stores are located in Oklahoma, Texas and Virginia. For more information, please visit [www.squeezeusa.com](http://www.squeezeusa.com). For franchise information, call 1-888-732-2022.