



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

MATT HANNA

503-256-3754

WWW.YOOCREAM.COM

YOOCREAM ORIGINAL TART™ FROZEN YOGURT IS NOW ALL NATURAL



PORTLAND, OR, JULY 23, 2008 - YOOCREAM International, Inc. (YOOCM) is pleased to announce its popular soft serve Original Tart™ frozen yogurt is now all natural. "Consumers who enjoy YoCream Original Tart™ for its great taste, probiotic cultures and health benefits asked if it could be all natural too," stated Suzanne Gardner, director of marketing, YoCream. "So we decided to change a minor ingredient in the stabilization process to make the product all natural."

YoCream Original Tart™ frozen yogurt is a good source of calcium and riboflavin and is low sodium, nonfat, gluten free and Kosher

dairy certified. YoCream frozen yogurts are carefully crafted to contain high levels of beneficial yogurt cultures and exceed the National Yogurt Association's (NYA) requirements for the Live and Active Culture (LAC) seal. "YoCream brand is the only foodservice frozen yogurt on the market at this time with all of these outstanding product benefits," continued Gardner. The Company is able to work with operators to display the LAC seal in their stores and communicate to consumers they are receiving real frozen yogurt with the benefits of high probiotic culture counts.

"YoCream is proud to offer our heritage Original Tart™ frozen yogurt in an all natural formula and to pair it up with our all natural Fruitquake™ frozen drink mix and flavoring system for fruity tart frozen yogurt and beverages," noted Gardner. Fruitquake™ all natural strawberry, raspberry, mango and margarita (lime) mixes can be blended with Original Tart™ and ice for refreshing yogurt beverages and smoothies or can be added to Original Tart™ and dispensed through a soft serve machine for all natural fruit flavored tart frozen yogurt.

“Consumer interest in tart is spreading across the nation,” added Gardner. “Sales of our sweet profile frozen yogurts, that contain the same beneficial probiotic cultures, still far exceed sales of tart profile frozen yogurts, but we are happy to offer a range of products that meet consumer’s tastes and dietary lifestyles.” YoCream International is enjoying record sales for its fiscal year to date and is experiencing exceptional growth in each of its core product categories: Frozen Yogurt, Smoothies, and Frozen Beverages.

YoCream International, Inc. (YOCCM), with headquarters and a dairy and manufacturing facility in Portland, OR, is a pioneer and leading producer of frozen yogurt, desserts and beverages. Founded in 1977, YoCream produces, markets and sells its signature frozen yogurt, tart frozen yogurt, ice cream and frozen custard mixes under the YoCream brand. YoCream’s frozen beverage product lines include Fruitquake™ Frozen Drinks and Smoothies for blender, bar drinks and lemonades or ice teas as well as Jolly Rancher™, Bubble Yum™, Twizzlers™, and Jarritos™ Frozen Beverages for frozen carbonated and uncarbonated machine dispensing.

###