



For More Information, Contact:
Terry Lusetti

503-256-3754
www.yocream.com

**YOCREAM INTERNATIONAL
ANNOUNCES THIRD QUARTER SALES INCREASE**

PORTLAND, OR – August 10, 2010 – YoCream International, Inc. (Pink Sheets: YOCCM), a manufacturer and wholesaler of frozen desserts and beverages, today reported the sales results for the third quarter ended July 31, 2010.

Sales for the three months ended July 31, 2010 increased 15.6% to \$18.4 million compared to \$16 million for the third quarter in fiscal 2009. Sales of the Company's core frozen yogurt business grew 50.2% in the third quarter following 52.1% in the second quarter.

International sales of frozen yogurt were up 199% for the 3 months ended July 31, 2010 and foreign market interest in securing real frozen yogurt is strong. YoCream selectively pursues this business, offering quality high culture frozen yogurt assuring food safety and product consistency. YoCream recently received approval and began shipments to China and anticipates continued growth in multiple emerging international markets.

YoCream International, Inc. is a world leader in the frozen yogurt industry. Since 1977, YoCream has pioneered the innovation, production and marketing of frozen yogurt and fruit-based frozen desserts and beverages. The Company operates a state-of-the-art production facility in Portland, Oregon, to manufacture its "true" frozen yogurt, which contains the real yogurt that is fermented and cultured on site daily. The Company offers over 110 flavors of frozen yogurt, ice cream, frozen custard, sorbet, smoothies, frozen carbonated beverages, slushes and frozen drink mixes. In addition to the YoCream brand, the Company also provides other branded flavors such as Hershey's™ (e.g. Hershey's™ Kisses™, Reese's™, York™, Jolly Rancher™, Twizzlers™, Bubble Yum™) and Rockstar™ under exclusive licenses. YoCream's end-user customers number in the thousands and include marquee convenience stores, quality quick service restaurants, warehouse stores, prestigious eating establishments, large grocery chains, frozen yogurt shops, colleges, military and government foodservice locations, international restaurants and neighborhood stores involving over 250 specialty and full line distributors in the supply chain.

This release may contain certain forward-looking statements, which are based on management's current expectations. Factors that could cause future results to vary materially from these expectations include, but are not limited to, change in distribution abilities, level of customer acceptance of new products, change in strategic alliances and other economic, competitive, governmental, and regulatory factors affecting the Company's operations, pricing, products and service.

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