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GRAETER'S ANNOUNCES PARTNERSHIP WITH DEWEY'S PIZZA FOR A NEW RETAIL DEVELOPMENT IN WEST CHESTER

Retail Center Will Be Unlike Any Other In The Area

CINCINNATI, OH – December 1, 2006– Graeter's Ice Cream announced today that it is partnering with Dewey's Pizza on a new retail center in the University Pointe development on Cox Lane and University Drive in West Chester, which will be anchored by new Graeter's and Dewey's retail locations. Ground breaking for the center is expected to take place early in 2007, with completion expected by the end of 2007.

The yet-to-be-named retail center will have a total of 18,000 square feet of retail space, with the new Graeter's and Dewey's locations 3,200 square feet each. The remaining 12,000 square feet will be available as business condos and leased retail space. Deals with several prospective businesses are underway, with additional limited space available, for potential strategically-aligned tenants. The center will include an expansive park-like setting, creating a welcoming atmosphere similar to Hyde Park Square.

"The retail center is unlike anything Graeter's has undertaken. It's a very exciting partnership for us and for the community" said Richard Graeter, executive vice president of Graeter's Ice Cream.

World-renowned architect & designer Bruce who is responsible for the brand experiences of themed entertainment venues like Hard Rock Café and House of Blues in Chicago, is developing the vision of the new retail center.

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GRAETER'S & DEWEY'S PIZZA WEST CHESTER RETAIL DEVELOPMENT -2-

For more information about leasing opportunities at the new West Chester retail development, contact Frank Raeon, Sr. Vice President, TownMark, at 513-793-2100.

About Graeter's

Graeter's is a Cincinnati brand icon, with national prestige, that has become synonymous with irresistible 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 grandchildren and great grandsons still faithfully use the finest quality ingredients, trusted recipes and methods of production in the Cincinnati plant. Graeter's has 12 stores in Cincinnati and 24 regional franchise stores in Columbus, Dayton, Northern Kentucky, Louisville and Lexington. To learn more about Graeter's, go to www.graeters.com.

About Dewey's Pizza

Dewey's Pizza is locally owned & operated and currently has four neighborhood locations in the Greater Cincinnati area. Dewey's began eight years ago with the opening of its 1st location in the community of Oakley. Dewey's is known for their hand-tossed, stone-baked fresh pizzas, which use inventive combinations of the finest quality ingredients. For more about information about Dewey's Pizza, go to www.deweyspizza.com

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