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Edible Arrangements Embarks on Another “Fruitful” Idea

Frutation, New “Fast Fruit” Concept to Launch in Select Markets This Month

Hamden, CT (November 2006) Edible Arrangements, the leading purveyor of exquisite, hand-sculpted, fresh fruit "bouquets", and the #4 company on Inc's 2006 Top 500 fastest growing company list, is embarking on another fruitful idea, the launch of *Frutation*, a new concept that will take fresh fruit products to the next level.

Frutation is an all natural fruit station for consumers on the go who want fresh, healthy and delicious fruit treats right at their finger tips, including Fruithy™ (smoothies), fresh juices, fruit salads, fruit sundaes, single pieces of dipped fruit and Frusala™ (spiced fruit salad). *Frutation* is built upon the reputation of Edible Arrangements that is popularly known for freshness, great product quality, and excellent service. Already familiar with the healthy and delicious products Edible Arrangements has made to order, consumers can now walk into the store and grab and go—*Frutation* is the new fast fruit!

The first *Frutation* sites are slated to open at the beginning of December and will launch in (the EA part of the store and Frutation will open at the same time) Edible Arrangements' stores in the following markets: Huntington, West Virginia; Denver, Colorado; and Hartford, Connecticut. Future sites will include malls, airports, sporting stadiums and other places with high foot traffic. Plans for international expansion are in the works.

“We are very excited to embark on this new concept,” said Tariq Farid, CEO. “Edible Arrangements is the category leader and our products have been so well received that we wanted to jump on the opportunity to offer more premium fruit products to consumers on the go.”

About Edible Arrangements

Edible Arrangements International has 616 franchise stores across the U.S. and Canada, with 379 franchise stores operating and 237 new stores opening soon. A U.K. store opened in January 2006. Bouquets from Edible Arrangements can be ordered by telephone, on the company's Website or at one of its stores. A variety of arrangements come in several sizes and range in price from \$32 to \$200. For more information, please visit www.ediblearrangements.com.

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