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**EDIBLE ARRANGEMENTS RINGS IN HOLIDAY SEASON WITH OPENING OF
FIRST BEIJING STORE**

-Fresh Fruit Leader Expands Enterprise to 15 Countries-

WALLINGFORD, CT – December 13, 2011 – Edible Arrangements, the pioneer and leader in hand-sculpted, fresh-fruit arrangements, has expanded its international presence to China with the opening of its first store in Beijing located at the new Galleria Shopping Center, ShuguangXili Jia5#, Chaoyang District. To celebrate this momentous occasion and unveil the brand in China, Master Franchisees Jianyi “Jack” Wang and Zhigang Liu hosted a grand opening ceremony on December 8th with over 250 people on hand.

“It was an honor to be present for the grand opening ceremony that Jack and Liu have been diligently planning to properly introduce the Chinese community to the Edible Arrangements brand,” said Tariq Farid, CEO and Founder, Edible Arrangements, Inc. “Their experience, coupled with their passion for our healthy, fresh fruit products, has made them great ambassadors and we are eager for their other locations to open over the next several years. Growing our international presence has been a focal point for the brand, and opening in one of the world’s most populous cities and fastest growing major economies marks a significant milestone for us.”

Earlier this year Wang and Zhigang signed a Master Franchise Agreement to develop 40 stores throughout China over the next five years. Their second location in Beijing is slated to open within the next few months.

Natives of China, Wang and Zhigang have extensive experience in the wholesale fruit industry. Zhigang is owner and Wang is Vice President of Top Chef, a company that grows cherries and produces cherry fillings for a chain of bakeries and others in the food industry. Wang first learned of the Edible Arrangements concept in 2009 when visiting Syracuse, New York.

“We are thrilled to be part of an internationally growing brand, and are excited to have opened our doors in time for the 2011 holiday season,” said Wang. “The gift giving industry in China is growing fast, and we have a new holiday to celebrate about every month. We strongly believe our fresh fruit arrangements will provide a healthier, unique alternative. Fruit has a universal appeal and we see tremendous opportunity for success and growth in China in the years to come.”

Since Edible Arrangements' founding 12 years ago, the fresh fruit retailer has grown to 1,098 locations in 15 countries worldwide. Edible Arrangements has earned countless accolades from the franchise industry since its inception, including its ranking as first in its category by *Entrepreneur* Magazine's Annual "Franchise 500" Ranking for the past five consecutive years and the winner of the ICSC's 2010 Hot Retailer Award. In addition, the company has also ranked for seven consecutive years in *Inc.* Magazine's top 5,000 fastest growing privately-held companies, ranked ninth on *Forbes* "2011 Top Franchises to Start for the Money" and was recently named one of Inc's "10 Promising Franchises for 2011."

Individuals seeking to own and operate an individual Edible Arrangements franchise should possess the ability to invest approximately \$148,000 to \$286,000. Multi-unit store development plans and financing options are also available for qualified applicants. Edible Arrangements offers its franchisees comprehensive corporate and onsite training, unparalleled technology, daily store support and national brand recognition marketing programs.

About Edible Arrangements

Edible Arrangements International, Inc. is the leading purveyor of delicious, high quality, artistically designed, fresh fruit arrangements that are practical and healthy gifts and centerpieces for everyday occasions and events. Brothers Tariq and Kamran Farid developed and launched the company in 1999 in East Haven, CT, after many years in the floral industry. Edible Arrangements stores are located in the United States, Canada, Puerto Rico, Saudi Arabia, the United Arab Emirates, Kuwait, Qatar, Bahrain, Italy, Turkey, Hong Kong, Jordan, Oman, India and now China. Customers may order arrangements by telephone at 1-877-DO-FRUIT, at one of the company's retail stores, or on-line at ediblearrangements.com.

All franchise offerings are made only by Franchise Disclosure Document.

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