



## NEWS RELEASE

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### **ROSATI'S FROZEN CUSTARD™ LAUNCHES 2005 SEASON AND NEW NORTH OLMSTED LOCATION**

*Frozen Custard Voted Number One in Cleveland*

**NORTHFIELD CENTER, Ohio** – March 4, 2005 – Rosati's Frozen Custard™, voted MSN.com Best of Citysearch's number one Cleveland frozen custard in February 2005, has launched its 2005 frozen custard season, including the opening of its newest store at 26261 Lorain Rd., North Olmsted, Ohio.

#### **UPCOMING EVENTS**

- **March 2005** – Lakewood location, 17615 Detroit Ave., open daily from 1–9 p.m.
- **Sunday, March 6, 2005** – New North Olmsted location open daily from 1–9 p.m. Community grand opening celebration to be announced.
- **Saturday, March 19, 2005** – The Hunger Network of Greater Cleveland Food Drive at Lakewood and North Olmsted locations from 1–9 p.m.
- **Sunday, April 17, 2005** – Northfield Center location, 95 E. Aurora Rd., open daily 1–9 p.m.

#### **NEW IN 2005**

- New and improved Web site including access to Rosati's monthly Special Flavor Calendar, menu, fundraising opportunities, franchise information and more.
- New Product – Frozen custard cakes and pies available at Lakewood and North Olmsted locations starting March 2005.
- New Promotion – Custard Club Card available summer 2005.

Founded in 2000, Rosati's Frozen Custard™ is a company-owned and franchise operation with three locations in Northeast Ohio, including: Lakewood, Northfield Center and North Olmsted. Rosati's features real frozen custard made fresh hourly, a monthly Special Flavor Calendar and more than 100 scrumptious flavors.

For more information regarding franchising opportunities call 440-666-5377 or visit [www.rosatisfroencustard.com](http://www.rosatisfroencustard.com).

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