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FOR IMMEDIATE RELEASE

Press Release

ATLANTA, GA. October 8, 2008 Design Plus, licensing agent for the ICEE brand, is pleased to announce that they have finalized a candy licensing deal with Koko's Confectionery and Novelty. Koko's, creators of edible novelties, plans on introducing various lines of confections utilizing the powerful flavors of ICEE along with their iconic packaging including ICEE cups and of course the ICEE Bear.

"ICEE is a household name and a treat that everyone enjoys year round. Our product development team is ecstatic contemplating all the delicious opportunities there are for confection and the ICEE brand." said Philip Brilliant, Koko's Vice President of Licensing and Marketing. The initial product launches will include novelty gummies, hard candy, popping candy with lollipops and spray candy. Each of these items will be packaged in a variety of ways to accommodate placement in all types of retail, convenience, grocery and entertainment locations. The first products are scheduled to be on shelf in June.

"Since Licensing Show in New York, we've had such a positive response to all categories, with partners very excited about this iconic brand that is still cool after all these years. Candy seemed like a natural extension for the brand and we selected Koko's because of their innovative approach to edible novelties." said Carol Janet, CEO of Design Plus. The confectioners at Koko's plan on developing candies that highlight the fun, fruit and soda flavors that the ICEE brand brings to mind.

Price points for the candies will range from \$.69 to \$1.49, with higher priced items being introduced as the product line develops.

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About the Companies



Koko's Confectionery & Novelty Company

Koko's Confectionery and Novelty, based in Baltimore, Maryland, is a manufacturer of edible novelties and produces a number of interactive candy products made from ingredients such as pressed dextrose, gummy, marshmallow and lollipops. For more information visit the company's website at www.kokos.com or (800) 638-6000.



About Design Plus

Headquartered in Atlanta with associates worldwide, Design Plus is a full service, licensing boutique specializing in brand building, product development and business strategy. Design Plus has operated internationally since 1983. Having entered the USA market ten years ago, Design Plus offers creative solutions and specialized consulting services to brand owners, manufacturers, inventors and young entrepreneurs alike.



About ICEE

ICEE is a subsidiary company of J&J Snack Foods Corp. (NASDAQ: JJSF) and is a leader in the frozen beverage industry with over 40 years of market presence. ICEEs can be found in a variety of retail, convenience, and amusement locations. The home office for ICEE is located in Ontario, California