

FOR IMMEDIATE RELEASE:

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**BEAUTIFUL BRANDS FOUNDER NAMED 2007 ENTREPRENEURIAL SUCCESS
PERSON OF THE YEAR**

TULSA, OK – May 17, 2007 – David Rutkauskas, Founder, President and CEO of Beautiful Brands International (BBI), the Tulsa, Oklahoma based parent company of Camille’s Sidewalk Café, Coney Beach, and FreshBerry has been named 2007 Entrepreneurial Success Person of the Year by the Tulsa Metro Chamber.

“This award reflects over 10 years of hard work and faith that Camille and I have poured into these brands and the amazing support our corporate staff continually provides,” stated Beautiful Brands Founder, CEO and President David Rutkauskas.

David Rutkauskas was chosen to receive this award through a panel of independent judges appointed by the Tulsa Metro Chamber for their annual Small Business Awards ceremony. This award makes Rutkauskas eligible for the Oklahoma Small Business Person of the Year Award.

BBI’s first concept, Camille’s Sidewalk Café, was founded by David and Camille Rutkauskas in 1996 at Woodland Hills Mall in Tulsa, Oklahoma. Since then, the franchise has become a regional and worldwide success story with double-digit sales growth, penetration into the global marketplace, and projected sales of over \$100 million by 2008. A large reason for this success is due to its expansive menu consisting of healthy wraps, grilled Paninis, deli-style sandwiches, flatbread pizzas, soups, salads, smoothies, desserts, and a large selection of coffees and teas.

Coney Beach, BBI’s second concept, is a retro, beach-inspired, fast-casual, gourmet hot dog and burger restaurant. The menu features 100 percent Angus beef burgers and 100 percent all beef hot dogs. Other highlights include over 40 toppings to choose from to make the perfect combination for a gourmet hot dog or burger. The first Coney Beach is slated to open in Tulsa in June 2007; however even before the first restaurant opens, Coney Beach has sold 14 franchises.

Beautiful Brands’ latest concept, FreshBerry is based on a proprietary all natural frozen yogurt developed by David and Camille Rutkauskas. The yogurt is low fat, low calorie, high in protein and calcium, and contains probiotics helping regulate digestive systems and boost the body’s natural immunity. The menu will include fresh, natural fruit smoothies. Fresh fruit toppings for the frozen yogurt include strawberry, blueberry, raspberry, blackberry, kiwi, pineapple, and mango. Other toppings include Fruity Pebbles cereal, granola, coconut, and chocolate chips.

“The goal of Beautiful Brands is to create concepts which stand out to our guests and franchisees. It is great to receive this award in recognition of our success. The most significant award we work hard to earn every day is repeat business from satisfied customers. We must deliver a high quality experience in every transaction, everyday,” stated David Rutkauskas, Beautiful Brands Founder, President and CEO.

Beautiful Brands International was founded under the leadership of David and Camille Rutkauskas and is responsible for the successful launch of worldwide, franchised brands including Camille’s Sidewalk Café and Coney Beach. For more information on Camille’s Sidewalk Café visit www.camillescafe.com, for more information on Coney Beach visit www.coneybeach.net, and for more information on FreshBerry Natural Frozen Yogurt visit www.freshberryyogurt.com.