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FOR IMMEDIATE RELEASE



CinnaSweeties™ Now Sweeter Than Ever... With Frosting!

New Frosted CinnaSweeties Continue Menu Expansion & Flavor Innovation from Cinnabon®

ATLANTA – (Jan. 20, 2015) – Just when Cinnabon® lovers thought their favorite cinnamon sugar, bite-sized doughnut treats could not get any better, the maker of World Famous Cinnamon Rolls® is introducing two new frosted treats to the CinnaSweeties™ lineup: Frosted CinnaSweeties with Oreo® cookie pieces and Frosted CinnaSweeties with sprinkles. They are available now through April 19 and showcase the latest way Cinnabon is offering guests the menu variety and on-the-go portability they seek.

Famous for offering the ultimate indulgence, the Cinnabon menu has expanded in recent years to provide a range of irresistible delights designed with today's consumer in mind. For Cinnabon, that has meant fresh baked authenticity, a wider array of options, new flavors and smaller, sometimes bite-sized, treats. The introduction of Frosted CinnaSweeties is just the beginning of a year full of flavorful surprises from Cinnabon.

"Since we first introduced the original CinnaSweeties last year, our guests have loved these delicious bite-sized treats. It was a great way to expand our menu with the kind of convenient, portable treat guests are looking for," said Kristen Hartman, Vice President of Marketing for Cinnabon. "To start the year off right, we're kicking things up a notch with our new Frosted CinnaSweeties topped with Oreo cookie pieces or sprinkles. After all, *Life Needs Frosting!*®" At the same time, Cinnabon is bringing back the popular Oreo® Mint Chillatta™ as the perfect pairing with its Frosted CinnaSweeties. The creamy, minty Chillatta is the perfect blend of sweet cream, Oreo cookies, mint and a ribbon of chocolate sauce, topped with whipped cream and crumbled Oreo cookie pieces. For a limited time, the specialty beverage joins the Chillattas® blended beverage line-up.

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About Cinnabon, Inc.

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon, Inc. is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon currently operates 1,100 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments. Cinnabon is also a multi-channel licensor, partnering with other companies to provide brand licensed products at foodservice and retail venues. Visit www.cinnabon.com for more information, follow us on Twitter [@Cinnabon](https://twitter.com/Cinnabon) or become a Facebook fan at <http://www.facebook.com/Cinnabon>.

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