



AMC AND CINNABON PARTNER FOR SEASON PREMIERE OF NEW DRAMA SERIES “BETTER CALL SAUL”

Cinnabon Offers Free Treats to Celebrate Series Premiere

NEW YORK, NY – February 9, 2015 – AMC and Cinnabon, Inc. announced today a partnership in support of the debut of the network’s newest drama series “Better Call Saul.” As part of the joint effort, Cinnabon® bakeries, one of which Saul Goodman (Bob Odenkirk) is seen working in the opening scene of the pilot episode, will host a free MiniBon® giveaway at all participating U.S. locations **today, Monday, February 9 from 5:00 – 9:00 p.m.** In addition, participating Cinnabon bakeries will feature “Better Call Saul” promotional materials, and both companies will promote a Twitter sweepstakes giving one lucky fan a chance to win free Cinnabon for a year.* “Better Call Saul” debuted last night as part of a two-night television premiere event; the series’ second episode airs **tonight at 10:00 p.m. ET/PT.**

Cinnabon was first featured on “Breaking Bad’s” penultimate episode, “Granite State,” when Saul Goodman contemplated his future and new identity outside of Albuquerque. “If I’m lucky, in a month from now, best-case scenario, I’m managing a Cinnabon in Omaha,” he says.

“Cinnabon is an all-American brand that requires no explaining -- that fact appealed to us greatly. We loved the idea of our Saul Goodman character taking on a secret identity as the manager of a mall bakery, making a delicious product that’s well-known to everybody everywhere. And fortunately, the nice folks at Cinnabon allowed us to make that happen,” said “Better Call Saul” creators and executive producers Vince Gilligan and Peter Gould.

“This has been such a *sweet* collaboration for AMC and we are thrilled that Cinnabon is working with us to give something special back to the ‘Saul’ fans. Vince and Peter have crafted an incredible and cinematic opening sequence for ‘Saul’s’ first episode and we are so excited to bring even a small part of that to life through this partnership,” said Linda Schupack, EVP of Marketing for AMC.

“Being part of a partnership where each brand has a beloved cult following is tremendous. And it provides an incredible opportunity to connect and share all the new things that are happening at Cinnabon,” said Kristen Hartman, SVP of Marketing for Cinnabon.

Additional details on AMC and Cinnabon’s partnership are below:

- **FREE MINIBON IN-BAKERY GIVEAWAY – Monday, February 9, 5:00-9:00 p.m.**
All participating U.S. Cinnabon locations will give one free MiniBon to each Guest who comes into the bakery between 5:00-9:00pm. Guests are encouraged to grab their free sweet treat and head home to watch the second premiere episode at 10:00 p.m. ET/PT.

- **TWITTER SWEEPSTAKES**

In addition, AMC and Cinnabon have teamed up for a special Twitter sweepstakes for “Saul” fans. From Monday, February 9 through Tuesday, March 3, visitors to any Cinnabon location can tweet a “selfie” picture of themselves at Cinnabon using the hashtag #SaulSelfie to enter the sweepstakes. One grand prize winner will win free Cinnabon for one year* and three first prize winners will receive a \$100 Cinnabon gift card.

- **IN-STORE PROMOTION**

From February 9 through Tuesday, March 3, all participating U.S. Cinnabon locations will feature special promotional materials for “Better Call Saul”, displaying the logo and artwork from the show.

* Grand Prize Winner will win a Cinnabon fulfillment card entitling them to one (1) free Cinnabon® Cinnapack® per month for 12 consecutive months, redeemable at participating Cinnabon bakeries.

“Better Call Saul” is a prequel to the award-winning series “Breaking Bad,” whose creator Vince Gilligan and writer/producer Peter Gould serve as showrunners of the premiere season. The story is set six years before Saul Goodman (Odenkirk) meets Walter White. When we meet him, the man who will become Saul is known as Jimmy McGill, a small-time lawyer searching for his destiny and hustling to make ends meet. Working alongside and often against Jimmy is fixer Mike Ehrmantraut (Jonathan Banks), a beloved character first introduced in “Breaking Bad.” The new series will track Jimmy’s transformation into a man who puts the criminal in “criminal attorney.” The series is executive produced by Gilligan, Gould, Mark Johnson (“Breaking Bad,” *Diner*, *Rain Man*) and Melissa Bernstein (“Breaking Bad,” “Rectify,” “Halt and Catch Fire”) with “Breaking Bad” alums Thomas Schnauz and Stewart A. Lyons as co-executive producers for Sony Pictures Television. The series airs Mondays at 10:00 p.m. on AMC.

For more information, visit AMC’s press website, <http://press.amcnetworks.com>

About AMC

Whether commemorating favorite films from every genre and decade, or creating acclaimed original programming, AMC brings to its audience something deeper, something richer, Something More. The network reigns as the only cable network in history ever to win the Emmy® Award for Outstanding Drama Series four years in a row with “Mad Men,” and six of the last seven with current back-to-back honoree, “Breaking Bad.” The network boasts the most-watched drama series in basic cable history and the number one show on television among adults 18-49 for the last two years with “The Walking Dead.” AMC’s original drama series include “Mad Men,” “Breaking Bad,” “The Walking Dead,” “Hell on Wheels,” “TURN: Washington’s Spies,” “Halt and Catch Fire,” “Better Call Saul,” “Humans” and “Badlands.” AMC also explores authentic worlds and discussion with original shows like “Talking Dead” and “Comic Book Men.” AMC is owned and operated by AMC Networks Inc. and its sister networks include IFC, SundanceTV, BBC America and WE tv. AMC is available across all platforms, including on-air, online, on demand and mobile. AMC: *Something More*.

About Cinnabon

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 over 1,000 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>.

About FOCUS Brands Inc.

Atlanta-based FOCUS Brands Inc. is the franchisor and operator of over 4,000 ice cream shoppes, bakeries, restaurants and cafes in the United States, the District of Columbia, Puerto Rico and 60 foreign countries under the brand names Carvel®, Cinnabon®, Schlotzsky's®, Moe's Southwest Grill®, Auntie Anne's® Pretzels and McAlister's® Deli, as well as Seattle's Best Coffee® on certain military bases and in certain international markets. Please visit www.focusbrands.com to learn more.

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