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FOR IMMEDIATE RELEASE

Tropical Smoothie Café's National Flip Flop Day Campaign Raises \$310,000 for Children with Life-Threatening Illnesses

Smoothie and Sandwich Chain to Fund Trips to Camp Sunshine for More Than 200 Families

DESTIN, FL (July XX, 2010) – Tropical Smoothie Café announced today that its third National Flip Flop Day fundraiser set a donation record for the annual philanthropic event.

The smoothie and sandwich chain raised \$310,000 to bring comfort to critically ill children and their families. This year's total surpassed the previous year's \$275,000, which means Tropical Smoothie Café will fund more families' trips to Camp Sunshine than ever before.

During the month-long National Flip Flop Day campaign in June, Tropical Smoothie Café engaged its customers, crew, local businesses and franchise owners to take part in the event which supports Camp Sunshine, a national retreat for children with life-threatening illnesses and their families. The funds raised this year bring the total donations to \$710,000 from Tropical Smoothie Café to Camp Sunshine since their partnership began in 2008.

"Everyone in the Tropical Smoothie Café community, from franchisees to area developers to employees, is ecstatic about the success of this year's National Flip Flop Day celebration, and all of us are truly grateful to our loyal and wonderful customers who donated money to this worthy cause," said Jim Valentino, the company's president and chief operating officer. "As we continue to surpass preceding years in the funds we raise, we look forward to reaching the \$1 million mark next year in total funds raised."

Fundraising efforts took place throughout June at each of the 285-plus Tropical Smoothie Café locations in the country and also online at www.nationalfloppday.com. In addition, cell-phone savvy consumers texted their donations to CAMP at 20222. The text-message portion of the campaign is ongoing, and anyone who still wants to make a donation can do so by sending a text message. The funds will be used primarily to provide sponsorships for entire families to attend Camp Sunshine. The Camp also will designate some of the money to support families' travels to Camp as well as construction and capital improvements of the Camp.

The week of August 1-6, 2010, has been designated as Tropical Smoothie Café Week at Camp Sunshine. Franchisees and executives of Tropical Smoothie Café will participate in a check presentation to the Camp on August 5.

"We are blown away by how much Tropical Smoothie Café has embraced Camp Sunshine with their commitment and passion to what we do," said Matt Hoidal, Camp Sunshine's executive director. "For us, the money raised during the National Flip Flop Day campaign is a dream come true. Tropical Smoothie Café has taken its commitment to the maximum in spreading the word about Camp Sunshine and helping deserving families benefit through a week of relaxation and support."

Located in Casco, Maine, along Sebago Lake, Camp Sunshine provides a welcome retreat for children and their families coping with such life-threatening illnesses as cancer, kidney disease and lupus. Since 1984, Camp Sunshine has offered recreational, medical and counseling services at no cost to more than 20,000 individuals from diverse cultural and economic backgrounds.

About Tropical Smoothie Café

Established in Destin, Fla., in 1997, Tropical Smoothie Café has taken the smoothie concept to the next level by offering diners a healthy alternative to typical fast food. The concept, which introduced food in 1999, provides consumers with a variety of high-quality real-fruit smoothies, specialty wraps, grilled flatbread and gourmet sandwiches and salads. The company also caters. Tropical Smoothie Café includes menu options for breakfast, lunch and dinner. Ranked 181 out of 500 and rated one of the fastest growing franchises by Entrepreneur Magazine, the concept currently has more than 285 locations in 34 states. Plans call for over 300 locations by the end of 2011. For more information, visit www.tropicalsmoothiecafe.com or call 888-292-2522.

About Camp Sunshine

Founded in 1984, Camp Sunshine is a year-round retreat, which provides respite, support, joy and hope to children with life-threatening illnesses and their immediate families through various stages of a child's illness. The camp is free of charge to all families, and includes 24-hour onsite medical and psychosocial support. Bereavement groups are also offered for families who have lost a child to an illness. Camp Sunshine is nestled in the tranquil natural beauty of Sebago Lake, Maine adjacent to Point Sebago Resort. The Camp Sunshine Campus can accommodate 40 families each week, and assists over 1,200 families a year. For more information, visit www.campsunshine.org.

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