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PINKBERRY SWIRLS ONTO 16th STREET MALL

Nation's Original Premium Frozen Yogurt opens its 2nd Colorado Location

"The taste that launched 1,000 parking tickets" Los Angeles Times

Denver, (July 12, 2010) – [Pinkberry](#), the number one tart frozen yogurt brand, will open its doors at 1600 Glenarm on the 16th Street Mall on July 23, 2010. The newest Pinkberry location marks the arrival of the second Pinkberry in Colorado.

Pinkberry is a one-of-a-kind frozen yogurt experience. Ron Graves, Pinkberry CEO, says, "We're excited to open Colorado's second Pinkberry and bring its high quality, unique frozen yogurt experience to the 16th Street Mall. Local Pinkberry area developers, Wes Becker and Scott Adams have been great partners for us, evidenced by the success of their first Pinkberry location at 1000 South Colorado Blvd."

Pinkberry is a great new addition to Denver, and our residents are already eating up the great news," said Mike Zoellner, chief executive officer of Red Peak Properties, the owner and developer of 1600 Glenarm Place and future home for Pinkberry. "Pinkberry will further activate the corner of the 16th Street Mall and Glenarm Place, while providing our residents of 1600 Glenarm Place with an added on-site amenity – and free delivery. We are proud to be the site for this highly desirable brand and unique experience."

Pinkberry premium frozen yogurt is made with real nonfat yogurt and nonfat milk that is rBST hormone free. Pinkberry is made with only the highest quality ingredients and is the perfect balance of tart and sweet, resulting in a refreshing, clean and craveable taste.

The 1600 Glenarm location will be serving Pinkberry's six distinctive flavors. From its signature Original flavor, a sweet and tangy yogurt with a refreshing finish to Pomegranate, a bold and tangy flavor made with 100% California-grown pure pomegranate juice, Denver customers are in for a surprising and refreshing treat unlike anything they've ever tasted. In addition, Pinkberry serves an exceptional Coconut flavor, smooth and subtle, made with real coconut puree for a fresh and cool finish, a rich, indulgent Chocolate; and Mango, a fruity and light flavor made with authentic Alphonso mango puree for a soothing finish.

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Customers can personalize every yogurt experience with any combination of delicious toppings. At Pinkberry, uncompromising quality is paramount and the toppings bar is no exception. Each topping is selected with the highest quality standards, such as Grade-A fresh fruit that is hand-cut daily in-store, organic gummy bears with no high fructose corn-syrup, all natural honey almond granola, 100% pure pomegranate juice, or rich, premium Belgian chocolate shavings. Every item is thoughtfully selected as a unique and delicious complement to the various Pinkberry frozen yogurt flavors. In addition to frozen yogurt and toppings, Pinkberry also offers **Pinkberry Fruit Parfaits** and **Pinkberry Smoothies** as fresh and satiating choices for any time of day.

Local fans who want up-to-the minute news and discount offers should sign up to be a Pinkberry Groupie at www.pinkberry.com/groupie. The brand can also be found on Facebook and at Twitter @pinkberryswirl.

Pinkberry is located at 1600 Glenarm Street, Denver, CO 80202. The other Colorado location is 1000 South Colorado Blvd., Glendale, CO 80222. Hours of operation are 11am-11pm, seven days a week. For additional information, contact Ellen Robinson at 303-638-7393 or ellen@erhassociates.com

About Pinkberry

With corporate headquarters in Los Angeles, Pinkberry reinvented the frozen yogurt category when it launched in West Hollywood, Calif. in January 2005. Today it is the most talked about, best tasting, premium frozen yogurt, made with high-quality fresh ingredients. From store design to exceptional customer service to irresistible flavors and toppings, Pinkberry provides a social experience that indulges the senses. Pinkberry's distinctive flavors are expertly crafted to complement its daily fresh-cut fruit and premium toppings that offer an irresistibly tangy, incomparably clean and refreshing taste. Pinkberry is certified by the National Yogurt Association and carries the Live & Active Cultures Seal. Get a taste of Swirly Goodness by visiting www.pinkberry.com.

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