



*Great American  
Cookies.*

**FOR IMMEDIATE RELEASE**

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**MRS. FIELDS FAMOUS BRANDS ANNOUNCES ROYALTY  
ASSURANCE PROGRAM WITH THE MERSHIMER GROUP**

*Program helps improve sales reporting integrity  
through franchisee loss prevention solutions*

**PRETZEL TIME**

**November 10, 2004, Salt Lake City** – Mrs. Fields Famous Brands, LLC said today that it has enlisted Boston-based The Mershimer Group, Inc. to provide Royalty Assurance solutions to the company.

Through its programs, The Mershimer Group helps “Protect America’s Favorite Brands” by providing outsourced Loss Prevention and Royalty Assurance programs for franchised and company-owned retail and restaurant businesses. The programs help prevent financial loss resulting from underreporting of franchise sales, inventory shrinkage, employee theft, and other fraudulent activities.



Mrs. Fields Famous Brands include Mrs. Fields, Great American Cookie, Pretzel Time, Pretzelmaker and TCBY. The company is based in Salt Lake City and has more than 2,200 stores across the country.

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**TCBY**