



Cinnabon Celebrates Successful Year for Franchise Sales in 2015

Award-Winning Bakery Franchise Announces Expansion Plans and Priority Markets for 2016

ATLANTA, March 21, 2016-- Cinnabon®, one of the world's most beloved and irresistible brands, finished 2015 with \$143 million in U.S. system-wide sales. While multi-channel growth and international expansion remain key drivers for the brand globally, the company's domestic success is also being fueled in part by new partnerships with multi-unit franchise owners from other high-profile restaurant brands and by existing franchisees.

In 2015, Cinnabon opened 100 new bakeries and sold 177 new franchise deals, while showing continued excellence among both newer and longer-standing locations with an increase in same-store sales. The company entered new markets and will continue its aggressive expansion this year with new restaurants opening in significant markets such as Cleveland, New York, Phoenix, and St. Louis.

"2015 proved to be a banner year in terms of sales and growth, as the brand surpassed 30 years since the first bakery opening," said Joe Guith, president of Cinnabon. "We're thrilled to offer our guests and franchise owners the foundation that has made Cinnabon the iconic brand it is today, while continuing to innovate with a variety of new menu options, progressive décor, and revolutionary training tools."

This year, Cinnabon will continue to look to develop national presence with qualified franchisees in Boston, Chicago, Cincinnati, Cleveland, Dallas, Los Angeles, Miami, Philadelphia, and Tampa.

While Cinnabon bakeries remain the heart and soul of the brand, there has been continued expansion of the company's multi-channel division. The flavors of Cinnabon can be enjoyed in over 70 consumer packaged goods (CPG) from brand partners such as Pillsbury™, Keurig® and International Delight®, which can be found at retailers like Walmart, Costco and Target. Cinnabon also partners with leading quick service restaurants, such as Taco Bell, to license unique products that appeal specifically to their consumers, as evidenced by the popularity of Cinnabon Delights®.

The Atlanta-based company currently operates more than 756 bakeries in 46 states. In 2015, Cinnabon was among, Entrepreneur's Top Fastest Growing Franchises and Top Global Franchises, as well as The Franchise Times' 2015 Top 200. Cinnabon has also

secured a number of 2016 accolades as a result of the brand's tremendous growth, including being ranked among Franchise Direct's Top 100 Global Franchises, Franchise Research Institute's World-Class Franchises and Technomic's Millennials' Favorite Chains.

To learn more about franchising opportunities with Cinnabon, please visit www.cinnabonfranchising.com.

About Cinnabon®

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon LLC, 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 1,200 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 over 70 brand licensed products at foodservice and retail venues. Visit www.Cinnabon.com for more information, follow on Twitter @Cinnabon or become a Facebook fan at www.facebook.com/Cinnabon.