



Media Contact:

Amanda Rich
Fish Consulting
954.893.9150

arich@fish-consulting.com

EDIBLE ARRANGEMENTS EXPANDS FRESH-FRUIT FRANCHISE TO REPUBLIC OF INDIA

- First Location Opens in Mumbai in Time for the 2011 Holiday Season -

WALLINGFORD, CT – November 16, 2011 – Edible Arrangements, the pioneer and leader in hand-sculpted, fresh-fruit arrangements, announced today that it has opened its first store in Mumbai, India located at Shop No5 and 6 Marine End CHS, Juhu Tara Road, Mumbai 49, Mumbai, MAH. Last year, Hiten Bajaj, Avinash Khemani and Ishna Batra signed a Master Franchisee agreement for the development of 20 units throughout the Republic of India. With this opening, Edible Arrangements is now available to consumers in 14 countries outside the United States and Puerto Rico.

“We are thrilled to open the first Edible Arrangements store in the Republic of India,” said Tariq Farid, CEO and Founder, Edible Arrangements, Inc. “As President Obama’s trip to Asia this week demonstrates, these markets are seeing significant growth. Mumbai has experienced substantial economic progress over the past decade and continues to position itself as a leader in the international business community. International growth continues to be a key priority for our company and we look forward to future store openings across India’s booming regions.”

Since Edible Arrangements’ founding 12 years ago, the fresh fruit retailer has grown to 1,092 locations in 14 countries worldwide.

“Currently, there is nothing like Edible Arrangements in India and we anticipate our healthy, hand-crafted products will be well received by consumers in the country,” said Hiten Bajaj, Edible Arrangements India Franchisee. “It is our goal to ‘wow’ customers with our chocolate dipped fruit and beautiful, fresh-fruit arrangements perfect for any holiday and all entertaining needs.”

Edible Arrangements has earned countless accolades from the franchise industry since its inception, including its ranking as first in its category by *Entrepreneur* Magazine’s Annual “Franchise 500” Ranking for the past five consecutive years and the winner of the ICSC’s 2010 Hot Retailer Award. In addition, the company has also ranked for seven consecutive years in *Inc.* Magazine’s top 5,000 fastest growing privately-held companies, ranked ninth on *Forbes* “2011 Top Franchises to Start for the Money” and was recently named one of Inc’s “10 Promising Franchises for 2011.”

Individuals seeking to own and operate an individual Edible Arrangements franchise should possess the ability to invest approximately \$148,000 to \$286,000. Multi-unit store development plans and financing options are also available for qualified applicants. Edible Arrangements offers its franchisees

comprehensive corporate and onsite training, unparalleled technology, daily store support and national brand recognition marketing programs.

About Edible Arrangements

Edible Arrangements International, Inc. is the leading purveyor of delicious, high quality, artistically designed, fresh fruit arrangements that are practical and healthy gifts and centerpieces for everyday occasions and events. Brothers Tariq and Kamran Farid developed and launched the company in 1999 in East Haven, CT, after many years in the floral industry. Edible Arrangements stores are located in the United States, Canada, Puerto Rico, Saudi Arabia, the United Arab Emirates, Kuwait, Qatar, Bahrain, Italy, Turkey, Hong Kong, Jordan, Oman, and India. Customers may order arrangements by telephone at 1-877-DO-FRUIT, at one of the company's retail stores, or on-line at ediblearrangements.com.

All franchise offerings are made only by Franchise Disclosure Document.

###