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## Cuppy's Coffee & More acquired by FranSynergy

For Immediate Release

FORT WALTON BEACH, Florida – **April 22, 2008** Cuppy's Coffee & More, a specialty coffee and smoothie franchise, located in Fort Walton Beach, FL, announced that FranSynergy, Inc., an Alabama-based franchise support and consulting firm, lead by Dale Nabors, CEO, has acquired all of the corporate stock of the company.

Robert Morgan, Cuppy's acting Chief Operating Officer, announced his resignation on Friday to the staff of the Florida-based franchise company. Another longtime Cuppy's employee, Ben Doyle, also resigned.

Doug Hibbing, will remain as interim president until a replacement is appointed. Dale Nabors, CEO of FranSynergy is now leading the company.

Dale Nabors has over 20 years of experience working with small business owners, focusing primarily in the franchising industry. Prior to launching FranSynergy, Dale had been employed by the Dwyer Group, a multi-brand franchisor headquartered in Waco, Texas, from March 1995 to August 2000.

Dale began his relationship with Cuppy's as a consultant in September 2007. Since that time, he has been instrumental in the leadership, development and implementation of many successful Cuppy's programs including:

- The creation of a new distribution method for our products, which has will produce an average cost savings of 20% to 30% to our franchisees. This will commence in May 2008.
- The negotiation changes for our cups, which will result in an overall savings to our franchisees by eliminating sleeves and minimizing the amount of inventory.
- The implementation of a Menu Price Generator, which will assist our franchisees to determine the appropriate pricing structure based on expenses and overhead for each specific location.
- The creation of a Budget Project Sheet, which will assist our franchisees to manage their sales and expenses in order to become more profitable.

Dale's primary objective is to guide the Cuppy's organization to the next level. Dale's vision for the future of Cuppy's includes:

- Refocusing internal support efforts to increase franchisee satisfaction and profitability.
- Assisting franchisee stores not yet opened to open their units.
- Increasing national brand awareness thereby increasing brand equity for our franchisees.

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*"I have worked with Dale extensively over the past year and his experience and skill set is exactly what Cuppy's needs to go the next level. I'm 100% percent behind this."*

**-Joe Mancuso, Managing Director, Caffè Darte**

*"The mother of all opportunities begins with the father being changed. The future of Cuppy's is now brighter."*

**-Karl Lovas, Dr. Smoothie**

(more)

*"After many years of struggle trying to get our coffee kiosk off the ground, we had hit a brick wall that was going to prevent us from ever opening. Dale Nabors came into the picture with great insight and wisdom into our situation and a strong desire to see us succeed. His enthusiasm for our project and his ability to clearly lay out a plan for getting us up and running gave my wife and I great hope. We're excited about this direction that Cuppy's is taking and look forward to many successful years to come."*

**-Jeffrey Collins, Cuppy's Franchisee (Fort Myers, FL)**

*"We are delighted to hear today that Dale Nabors is taking the helm at Cuppy's. We foresee great changes in the future to benefit all. Dale has been diligent in assisting us in the past and we are sure the company will move ahead in a positive direction. His honesty, integrity, and ethics are exemplary. Congratulations to Dale and to Cuppy's on this new venture. We look forward to working with you."*

**-Mary and Joe Patrick, Cuppy's Franchisees (Richmond, VA)**

*"As a Franchisee I have had the fortunate experience to work with Dale Nabors during some very unfortunate times during the construction process of my Café in Palm Desert. Dale helped me resolve some issues during a time that I couldn't get any response from anyone else. I believe that he is a great asset to Cuppy's Coffee & More and that this transition is a positive one. I am excited about the change and am looking forward to lots of growth and a profitable year."*

**- Joe Orozco, Cuppy's Franchisee (Palm Desert, CA)**

*"I've been a part of the Cuppy's family for three years now and it has been a great experience being a part of such a fast growing company. The addition of Dale Nabors, I think, is a great one. I have worked Dale on a number of projects and have found him to be knowledgeable and outstanding in his field. I look forward to working with him in the future"*

**-Scott Smith, Cuppy's Franchisee (Hanover, MA)**

*"Dale ,congratulations!*

*I hope you can keep your circle divided properly and wish us both the very best in the future. I look forward to building a stronger Cuppy's."*

**-Jason Winters, Cuppy's Franchisee**

*"Figuroa Brothers is excited to hear the great news of Dale Nabors, becoming the CEO of Cuppy's Coffee . I have been working with Dale closely to establish the new Cuppy's distribution system and his vision to get the company streamlined to the benefit of the current franchisees and future store openings, is exactly what is needed to move the Cuppy's Brand to the next level of success. Figuroa Brothers is looking forward to working with Dale and Cuppy's franchisees to continually improve the bottom line profits and customer satisfaction."*

**-Gregory P. Figuroa, CEO, Figuroa Brothers, Inc.**

*"Congratulations on Fransynergy acquiring Cuppy's. You have been very helpful with the problems I have had and it's nice to know we will have someone like you to come to. We still need to completely resolve our issue but I am sure we will be able to get it worked out."*

**Brian D. Burgett, Cuppy's Franchisee (Des Moines, IA)**

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For more information on Cuppy's Coffee contact Rachel Clark at (888)241-4324.

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