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The Real Scoop: Custard Election Offers Sweet Taste of Public Opinion

Voting begins Sept. 29 at Culver's® Restaurants

Prairie du Sac, Wis. (Sept. 15, 2008) – Even the most conservative taste buds will be asking for a liberal scoop. Voters can cast their ballots early this election season – and they can do it with a custard sundae and \$1 ButterBurger™ in hand. The presidential election isn't until Nov. 4, but the polls for the Culver's® Restaurants Custard Election open on Sept. 29. Vanilla custard, peanut butter, heath, toffee, caramel and fudge are contenders in the race to become the leader of the free (custard) world.

Culver's Custard Election is based on two new politically influenced sundaes – Republican Reese E. Buttercup and Democrat Heath Toffeebits. The new limited time sundae flavors, which will be available at all participating Culver's restaurants Sept. 29 through Nov. 4, include:

- Republican Representative: Reese E. Buttercup – Vanilla Custard with the traditional toppings of hot fudge and Reese's® peanut butter cup chunks.
- Democratic Representative: Heath Toffeebits – Vanilla Custard with the alternative toppings caramel and Heath® bar.

Culver's guests can participate in the Custard Election by purchasing their favorite candidate's sundae in-store or by voting online at www.votecustard.com. Results from in-store purchases make up the "electoral college" vote and online ballots are tracked as the "popular" vote. Votes will be collected and results will be released on Oct. 27, one week before the national presidential election. Although it might create political custard uproar, Culver's is also attempting to "buy votes" by driving voter traffic in-store with the second annual \$1 ButterBurger customer appreciation day held on Oct. 7.

“This has been a very intense political season, and in an effort to provide guests with a fun outlet we created an election based on one of our signature menu items – frozen custard,” said Chris Contino, Culver’s VP of Marketing. “Regardless of political views, we hope voting in October is persuaded by taste buds. And we’re excited about playing into the political theme with an attempt to ‘stuff the ballot’ using our annual \$1 ButterBurger day.”

The custard election also features “The Custard Debates” and “Custard Talk” with the candidates on the campaign trail available at www.votecustard.com.

For more information, visit www.votecustard.com.

About Culver’s

Culver’s takes great pride in doing it right for its guests at 380 independently owned and operated restaurants in 17 states. The owner/operator concept has been a cornerstone of growth for Culver’s since the first location opened in Sauk City, Wis., on July 18, 1984. Culver’s invests deeply in partnerships and programs, including its VIP scholarship program, Culver’s Cares™ charitable program and countless other franchise-driven local efforts. For more information on Culver’s locations, franchise opportunities, promotional programs, menu selections and other areas of interest, visit www.getculverized.com.

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