



News Release.

Sheridan's Frozen Custard shares its appreciation of local teachers.

Sheridan's roles out Teacher Appreciation Program to schools.

(Overland Park, KS – January 30, 2007)

In October of 2006, Sheridan's Frozen Custard delivered \$32,000 in Teacher Appreciation Cards to the Olathe School District to be distributed to elementary school teachers in Olathe. These appreciation cards were a way that Sheridan's could thank area teachers for their commitment to nurturing our students and preparing them for the challenges they will encounter in life.

These Teacher Appreciation Cards allow teachers one free, fresh dessert each month over the next 6 months – including Wowieccinos (frozen coffee drinks), Concretes, Sundaes and many other treats made with Sheridan's fresh custard and toppings. Sheridan's frozen custard is made fresh all day long and served with the friendliest service around.

Sheridan's is currently distributing appreciation cards totaling \$98,500 to the Shawnee Mission and Blue Valley School Districts. These will be given to both teachers and staff and will be redeemable at the 75th, Olathe and 119th Street stores over a period of five months.

"Sheridan's is very excited to recognize teachers with our Teacher Appreciation Program," stated Jim Sheridan, CEO and founder of Sheridan's Frozen Custard Inc. "As a father of two kids in the public school system, I understand how important great teachers are to the development of our children. Teachers are some of the underappreciated heroes of our society."

Since 1998, Sheridan's has been dedicated to giving you quality frozen custard desserts with the freshest ingredients. 2006 is the fourth year in a row that KC Magazine has named Sheridan's the "Best Ice Cream" in Kansas City. Sheridan's has 26 stores located in 10 states with 12 locations in the Kansas City Metro area. Check out sheridansfrozencustard.com for more information.

Check out Sheridan's new razzle, dazzle website at SheridansFrozenCustard.com.

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