SPECIAL TO THE ARKANSAS BUSINESS

**TCBY ENTERPRISES, INC.**  **For Immediate Release**

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TCBY Enterprises, Inc. announces addition of new job opportunities

 LITTLE ROCK, September 13—Local frozen yogurt manufacturer announced last week that TCBY Enterprises, Inc. facility in Little Rock will be adding 40 new job positions to their full-time staff. These new vacancies are for factory workers who will be manufacturing new TCBY products. TCBY is accepting applications through the end of September.

 The new employees will be working on making frozen yogurt cones and along with the addition on five new flavors. TCBY President, Michael Ward, explained, “We are eager to our new products available to customers, they are our priority.” TCBY Enterprises, Inc. has already begun the hiring process, one new employee stated, “I am thankful for this opportunity and am thrilled to be working with such a great company.” In addition a local official was quoted saying, “These new jobs will be great considering the current economic position.”

TCBY was established in 1981 in Little Rock by Frank Hickingbotham and has grown to over 3,000 locations. They were the first frozen yogurt bar, and have stayed a large competitor in their industry now offering 25 flavor options.

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