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MENCHIE'S FROZEN YOGURT FREEZES OUT COMPETITION TO CAPTURE VALLEY OF THE STARS JANE & BERT BOECKMANN BUSINESS LEADERSHIP AWARD

The Sky's the Limit for the Valley Economic Alliance 2022 Valley of the Stars Awards Gala.

SHERMAN OAKS, CA (February 4, 2022) Menchie's Frozen Yogurt, founded just 15 years ago in 2007 and now the world's largest self-serve frozen yogurt franchise, is the recipient of this year's Valley of the Stars Gala Jane & Bert Boeckmann Business Leadership Award. This event is presented by The Valley Economic Alliance each year to a company that is a strong leader in the business company and a company that continues to grow. Menchie's Frozen Yogurt has grown in a short time to iconic status in the Frozen Yogurt world.

"We are thrilled to honor great corporate citizens like Menchie's, who choose to make the San Fernando Valley their home. For 15 years, Menchie's has thrived in their headquarters in the Valley and has grown to 540 locations worldwide. We applaud CEO Amit Kleinberger for his vision and compassion as he leads his company toward continued growth," stated Sonya Blake, President and CEO of The Valley Economic Alliance.

Company CEO Amit Kleinberger leads the Menchie's Frozen Yogurt brand based in Encino in the San Fernando Valley. Menchie's includes over 540 stores that are found in the United States, Puerto Rico, Canada, Japan, India, China, Bahrain, The Bahamas, Kuwait, United Arab Emirates, Kingdom of Saudi Arabia, and Qatar. Menchie's Frozen Yogurt makes frozen yogurt, cakes, and smoothies. Rather than letting this opportunity melt thru his fingers, Amit will be at the Valley of the Stars Gala to proudly accept the award. Menchie's Frozen Yogurt has been recognized in Forbes Magazine on "America's top 100 Most Promising Companies list. Kleinberger has been recognized as one of America's most promising CEO's. Kleinberger comes from a dynamic background prior to lunging headfirst in the frozen yogurt business.

Kleinberger has owned business in retail, health care, and real estate. He is also a proud veteran who served as an active-duty commander and sergeant in an infantry combat business. Menchie's is so popular that CEO Amit Kleinberger has appeared in two episodes of "Undercover Boss." Menchie's makes frozen yogurt fun with appealing flavors and combinations like Menchie's Blueberry Cheesecake yogurt with Pino Colada Froyo. The



cherry on top is Menchie's frozen yogurt is made from healthy fresh California milk from cows. Menchie's toppings include fresh fruit. Menchie's Frozen Yogurt is never treated with artificial hormones.

Actor, director, and television personality Jerry O'Connell will serve as Master of Ceremonies for the 2022 Valley of the Stars Awards Gala on Friday evening, April 8, 2022. The in-person event themed "The Sky's The Limit" will be held at the Castaway Burbank located at 1250 E. Harvard Road in Burbank, CA. O'Connell, San Fernando Valley resident and host of THE TALK, CBS' Daytime Emmy Award-winning talk show, returns to the Gala following his role as emcee of the 2021 virtual event.

"This will surely be the event of the year for the San Fernando Valley offering all the inspiration and entertainment our guests have come to expect," O'Connell said. "The gala serves to strengthen the valley's economic recovery and support provides critical business assistance for local small businesses, job search assistance for local residents, advocacy for improving the quality of life in the San Fernando Valley region."

He first received widespread critical acclaim for his role as quarterback Frank Cushman in "Jerry Maguire." Most recently he appeared in the in the film "Endangered Species," with additional credits including "Scream 2," "Can't Hardly Wait," "Mission to Mars," "Tomcats," the Jerry Bruckheimer-produced comedy "Kangaroo Jack," "Yours, Mine and Ours," "Man About Town," "Obsessed," "Piranha 3-D," "The Lookalike," "Deep Murder," and "The Secret: Dare to Dream." O'Connell was also seen in the big screen follow-up to the cult hit television series "Veronica Mars." In addition to his film work, he has been seen in multiple hit television series, including "Scream Queens" (FOX), "Mistresses" (ABC), "The Big Bang Theory" (CBS), "Billions" (SHOWTIME), "The Mysteries of Laura" (NBC), "Carter" (OWN) and currently voices Commander Jack Ransom in "Star Trek: Lower Decks" (PARAMOUNT+).

One of the most anticipated honors bestowed in Los Angeles, the prestigious Star of the Valley Awards celebrates the businesses, people, and personalities that contribute to the vitality of the San Fernando Valley. After nearly two years of pause, pivot and pandemic protocols, the Valley rebounds as an economic driver poised to shine with a renewed brilliance, energy, and strength.

Ken Craft, founder and CEO of Hope of the Valley Rescue Mission, was selected to receive the 2022 Star of the Valley Humanitarian Award. Craft joins past notable honorees in that category including Judge Harry Pregerson, the Eisner Foundation with Michael and Jane Eisner, David Fleming, Dennis McCarthy, Rickey Gelb, the Pump Brothers, Patrick McClenahan, and Mel Wilson. Additional honorees will be announced prior to the event.

The sky's the limit for the San Fernando Valley's future with sponsorship opportunities available as a 2022 Valley of the Stars Gala Sponsor. Contact Jacqui Matsumoto, Director of Investor Relations at 818.379.7000, ext. 113 or jmatsumoto@economicalliance.org for details regarding sponsorship and tickets.

ABOUT THE VALLEY ECONOMIC ALLIANCE

The Valley Economic Alliance is a 501(c)(3) non-profit organization comprised of business, government, education, and community leaders. Our mission is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley, a five-city region encompassing Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. This region consists of more than 1.9 million residents, over 160,000 businesses and covering more than 350 square miles. To learn more about The Valley Economic Alliance, visit www.TheValley.net

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Menchie's Frozen Yogurt Company CEO Amit Kleinberger