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Cefiore - California's Favorite Frozen Yogurt Destination - Offers Fans a Chance to Win Cash and Free Yogurt for a Year

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Company Announces Nationwide 'Fro-Yo Yourself' Online Video Contest CITY OF INDUSTRY, Calif., July 30

CITY OF INDUSTRY, Calif., July 30 /PRNewswire/ -- Cefiore, one of the leading frozen yogurt companies in Southern California and other U.S. cities, announced today its "Fro-Yo Yourself" Online Video Contest.

Cefiore is giving consumers a chance to show their creative side by producing original videos to show how much they love Cefiore frozen yogurt. The company welcomes user-generated videos from "Fro-Yo" fans that demonstrate their enthusiasm for frozen yogurt while creatively capturing the Cefiore brand.

Various prizes will be awarded, including a grand prize of \$2,500 and frozen yogurt for a year. Announcement of winner will be made on September 20, 2008.

Cefiore has made a name for itself as one of the fastest growing frozen yogurt destinations in Southern California, with over 30 locations and over 40 more planned for the remainder of 2008 and early 2009. Rapidly expanding throughout the U.S., China, Australia and Canada, Cefiore has emerged as an industry leader.

Contest details can be found on the Cefiore website, <http://www.cefiore.com>.

About Cefiore

Cefiore is one of the leading frozen yogurt companies in Southern California. Since first opening its doors in 2006, Cefiore has already grown steadily throughout California and other areas of the nation. The company has built a strong following for its unique and refreshing non-fat frozen yogurt flavors, including: Raspberry Pomegranate, Green Tea, Original and the newest flavors, Acai Berry and Chocolate. Each serving comes topped with fresh fruit or a variety of dry toppings. The company also offers fruit smoothies, flavored snow ice, waffles, and a wide selection of organic teas and coffee drinks. Please visit <http://www.cefiore.com> for more information.

Cefiore is a subsidiary of worldwide seafood and sushi buffet franchise, Todai. Todai SSB, Inc. develops, franchises, and licenses sushi and seafood buffet restaurants under the "Todai" name. The first Todai opened in Southern California in 1985. Please visit <http://www.todai.com> for more information.

SOURCE Cefiore

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