



Contact: Donna Scherner, (815) 545-0582

MOBILE VIRTUAL GIFT CARDS DEFROST CHALLENGES OF INSTANT GIFTING

Andy's Frozen Custard Stores Offer Cutting Edge Gift Card Option this Holiday Season and Beyond

SPRINGFIELD, MO (Nov. 19, 2009) – The art of gift giving has evolved into the 21st century and Andy's Frozen Custard Shops throughout the Midwest and Texas are embracing technology by offering their custard loving fans the immediate gift giving capabilities through Mobile Virtual Gift Cards. Unlike virtual gift cards of the past, Andy's Gift Card Program can be purchased through their website and delivered immediately to the recipient on their mobile device or via email. The bar code on the mobile device is then scanned at Andy's and used just as a plastic gift card would be used.

"We are excited to lead the industry and offer our customers such an innovative gift giving option this holiday season and beyond" said Andy Kuntz, president of Andy's Frozen Custard. "The Mobile Virtual Gift Cards will work exactly like the plastic version gift cards and will be recognized by any of the Andy's Frozen Custard Shops throughout the Midwest and Texas".

Reasons for sending someone a Mobile Virtual Gift Card go beyond the holidays and may include:

- Treat a Co-Worker after a hard day at the office.
- Forgot to pick up a gift for a teacher, mail or newspaper carrier?
- Birthdays, Anniversaries, Milestones Celebrations!
- College Midterms or Finals
- Sweetest Day, Valentine's Day, Mothers and Father's Day and more!

Andy's has made a science out of frozen custard and has perfected the method for preparing and serving custard in its highest form, creating an unparalleled frozen treat. Andy's Frozen Custard uses the finest ingredients in its mix, a secret combination of milk, cream, sugar and eggs, which is processed locally and shipped to Andy's stores within 24 hours to maintain ultimate freshness. Andy's Frozen Custard is made fresh hourly and only served at its peak flavor potential of 60 minutes to ensure that customers get the best frozen custard each time they visit.

Andy's Frozen Custard, began in Osage Beach, Mo., in 1986. Now, with locations throughout the Missouri, Arkansas, Illinois and Texas, these little custard shops offer customers a slice of hometown Americana, where it's fun to be a kid for a while. For more information, locations and hours of operation, visit www.eatandys.com.

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