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**CELEBRITY CAFÉ & BAKERY DONATES MONEY FROM COOKIE SALES TO
KIDD'S KIDS**

*\$2.00 for every hand-decorated iced sugar cookie sold from September 29 – October 19 to be
donated*

DALLAS, October 1, 2008 – Celebrity Café & Bakery is doing something very special to kick off the fall season! Celebrity is donating \$2.00 for every hand-decorated iced sugar cookie sold from September 29 – October 19 directly to Kidd's Kids, a non-profit organization that sponsors annual trips to Disney World for terminally and chronically ill children and their families.

And to commemorate this month of giving, Celebrity has created one-of-a-kind Kidd's Kids-themed iced sugar cookies. Cookies can be purchased at all ten Celebrity Café & Bakery locations.

"We are so excited to be able to give back and donate sales from our cookies to Kidd's Kids," said Mark Menking, president of Celebrity Café and Bakery. "Kids are such an important part of what we do and who we are, it seemed fitting to align ourselves with such a great organization. All of our employees are thrilled to be involved in this year's trip."

In addition to donating money from their famous goodies, Celebrity is also providing each child on the trip with a certificate for a free birthday cake.

Kidd's Kids was founded with the hope of making a difference in the lives of terminally and chronically ill children. The dream was to gather families of special needs children together and treat them to a fantasy-filled Walt Disney World vacation. During the five-day trip, these kids and their families enjoy all the excitement that a trip to the Magic Kingdom has to offer. It's the goal of Kidd's Kids and Celebrity to make this a trip of a lifetime. With that in mind, the

money donated to Kidd's Kids will help cover all expenses including a chartered jet from DFW to Orlando, hotel, park passes, all meals, transportation while in Florida, souvenirs, special private character visits and so much more!

Celebrity Café & Bakery currently has ten locations in the Dallas/Fort Worth Metroplex, including Addison, Arlington, Colleyville, Frisco, Highland Park, Las Colinas, Preston Royal (North Dallas), Plano, Rockwall and the newly opened Allen store.

About Celebrity Café & Bakery

Celebrity Café & Bakery provides a delightful assortment of café, bakery and specialty beverage items for special occasions and everyday enjoyment in the simple, welcoming elegance of their cafes and through attractive, high quality takeout and catering selections. For more information, please visit www.enjoycelebrity.com.