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Single Source Named Field Marketing Agency of Record for Friendly's

DANVERS, MA, January 14, 2008 - Single Source Marketing, Inc. announced today that it has been named the Field Marketing agency for Friendly's Restaurants.

The agency's responsibilities include strategic planning and execution of regional and local store marketing programs designed to increase customer counts and sales for Friendly's Restaurants.

"We are thrilled to have Single Source on board," said Skip Weldon, Vice President of Marketing for Friendly's. "Their level of expertise in planning and executing local trade area and marketing support programs will be essential in the continued development and growth of the Friendly's brand."

"Everyone here is extremely excited to be working with an iconic brand like Friendly's," said Rick Alpern, President of Single Source. "They're all about families, fun and ice cream! How cool is that?!"

About Friendly's

Friendly Ice Cream Corporation is a vertically integrated restaurant company serving signature sandwiches, entrees and ice cream desserts in a friendly, family environment in more than 505 company and franchised restaurants throughout the Northeast. The company also manufactures ice cream, which is distributed through more than 4,000 supermarkets and other retail locations. With a 72-year operating history, Friendly's enjoys strong brand recognition and is currently revitalizing its restaurants and introducing new products to grow its customer base. The website is www.friendlys.com.

About Single Source

Single Source is a full service marketing, advertising and promotions agency located on the North Shore in Danvers, Massachusetts. Single Source's clients include The Lowell Five Cent Savings Bank, Good Harbor Fillet, American Baby Faire, Dunkin' Donuts, and other businesses in a wide variety of industries. For more information about Single Source, visit: www.singlesourcepromo.com.

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