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FOR IMMEDIATE RELEASE

LOLLICUP® FRESH GRAND OPENING IN ROWLAND HEIGHTS

Diamond Plaza's Newest Addition Provides Fresh Beverages Made from REAL Fruits

Rowland Heights, CA, June 20, 2014 – Lollicup will debut its newly revamped coffee and tea concept, Lollicup Fresh, with a grand opening celebration at 1380 S. Fullerton Road Suite #101, Rowland Heights, CA 91748 on Saturday, June 21st at 12:30 pm.

The Lollicup Fresh concept features healthier drink options such as fresh smoothies and juices. Guests knowledgeable of Lollicup Coffee & Tea locations will recognize its signature items such as Boba Milk Tea and Popcorn Chicken as well as new menu items focusing on fresh ingredients such as Grapefruit Green Tea.

To celebrate the grand opening, Lollicup Fresh will offer all 16-ounce drinks with any amount of add-ons for only \$1 per drink. Select snacks such as Fried Calamari, Fried Tofu, and Popcorn Chicken are BUY ONE GET ONE FREE. Other promotional festivities will include a ribbon cutting ceremony and a spinning prize wheel offering free Snow Fluff, \$5 gift certificates, branded water bottles, or branded reusable tote bags.

The café's modern and trendy décor includes a unique backlit sunflower on the ceiling and seven 46" high-definition flat panel televisions displaying the menu, promotions, and TV programs. Beginning June 21st, hours of operation will be from 11:00 am to 11:00 pm Sunday through Thursday and 11:00 am to 12:00 am Friday and Saturday.

This weekend's Lollicup Fresh grand opening will be the first of its concept with plans to open an additional four stores by the end of 2014 and additional 10-20 stores nationwide in 2015. The expansion plan for 2014 includes three stores in Southern California namely Orange County, San Bernardino County and Los Angeles County and another in Las Vegas, NV.

About Lollicup® Fresh

Based in Chino, CA, Lollicup Fresh is the revamped concept of Lollicup Coffee & Tea serving milk- and tea-based beverages complemented with tasty, chewy add-ons and addictive Asian snacks. Committed to continuously provide quality products and a great experience for its customers, Lollicup Fresh prides itself on freshness you can taste. Please visit www.lollicup.com for more information.

If you'd like more information about this topic, or to schedule an interview, please call Cynthia Liu at (800) 857-1988 or e-mail Cynthia at marketing@lollicup.com