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**Grand Opening Celebration at 32°, A Yogurt Bar to Benefit
College of Charleston**

*Historic King Street Welcomes Self-Serve Frozen Yogurt Concept
with Charity Event to Benefit the College of Charleston*

Charleston, SC. (November 6, 2010) --- The coolest frozen yogurt brand to hit the Charleston market, 32°, A Yogurt Bar – privately owned by Pizitz Management Group, LLC - will be celebrating its grand opening at 315 King Street on Saturday, November 6 from 2-5pm. Guests are invited to enjoy a cup of all you can eat self-serve frozen yogurt and toppings for a \$5 donation with 100 percent of the proceeds benefiting College of Charleston.

“We couldn’t be happier about the store opening and this unique opportunity to give back to the College,” says 32°, Jeff Pizitz, President of Pizitz Management Group. “The grand opening will be a reflection of what our frozen yogurt is all about: a fun and community-minded business full of limitless combinations and possibilities.”

Located two doors down from Pottery Barn and a block away from The Apple Store, this 1,300 square foot store will offer 14 daily flavors of the healthiest yogurt in town! The yogurt features nonfat, low-fat, gluten-free, no sugar added and kosher selections, complete with over 50 sweet and healthy toppings ranging from seasonal fruit, nuts, candies and cereals.

This is the fourth location for 32° with several more locations to open this year. To learn more about 32° or hear about upcoming promotions and specials, visit their fanpage at www.facebook.com/32degrees