
PRESS RELEASE



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LaMar's Introduces New Citrus Burst Donut For A Limited Time

The latest in a series of limited-time-only donuts debuts in stores this week

DENVER – LaMar's Donuts is introducing its next donut in a series of limited time offerings. The Citrus Burst donut, the second of eleven donut creations to debut this year, is now available at all Colorado locations through mid-July.

The Citrus Burst is a fluffy, yeast-raised donut available with either lemon or orange flavoring. Each donut is packed with a tangy citrus flavor and topped with LaMar's white icing mixed with bits of orange and lemon flavor.

“Whether you prefer the sweetness of an orange or the zest of a lemon, the Citrus Burst is the perfect taste for the warm summer days, especially when paired with one of our cold drink selections,” said LaMar's CEO, Anthony Bonelli. “Our last limited-edition donut, the Strawberries ‘n Cream bizmark flew off the shelves and we think customers will love the Citrus Burst flavors even more.”

Bonelli recommends pairing a Citrus Burst donut with a LaMar's Pina Colada smoothie. “The flavor combination of both the Citrus Burst and Pina Colada create the perfect fusion of flavor - it will really take your taste buds on a tropical journey,” said Bonelli.

The third new creation to follow the Citrus Burst will have a peach theme to it, though details are yet to be released. The peachy offering will be available at all LaMar's stores later this summer, with more new flavors to debut through February 2006.

LaMar's currently has over 75 varieties of donuts – the Original Raised Glazed, the Chocolate Iced Devil's Food and the Raspberry Glazed bizmark being the company's top sellers.

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About LaMar's Donuts

Founded in 1960 by Ray Lamar, LaMar's Donuts made its debut in Kansas City. Based on the donut shop's phenomenal success and widespread reputation, franchises began selling in the early 1990s for bistro-style donut stores. LaMar's now has 24 locations in seven states: Alabama, Arizona, Colorado, Kansas, Missouri, Nebraska and Tennessee. LaMar's donuts have been recommended by *Zagat's Survey*, the *New Yorker* and *Gourmet Magazine*, and have been chosen as best donut by newspapers nationwide. Additional information can be found at www.lamars.com.