
PRESS RELEASE



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LaMar's Donuts Introduces a Red Velvet Cake Donut

LINCOLN, Ne., (April 30, 2010) – LaMar's Donuts will introduce a Red Velvet Cake donut starting tomorrow, May 1st. The Red Velvet Cake donut, a rich-red donut with a light, chocolate flavor topped with old-fashioned, cream cheese icing, is available in select LaMar's stores through the month of May.

“We were inspired to create a Red Velvet Cake donut due to the popularity of the favorite Southern dessert,” said Jami Blair, Marketing Director of LaMar's. “If you like red velvet cake, our moist and delicious Red Velvet Cake donut is sure to be a favorite.”

Like all LaMar's Donuts, our Red Velvet Cake donut is produced entirely by hand, so no two donuts are exactly alike. Unlike mass-production donuts made elsewhere, every LaMar's product is hand produced from start to finish, beginning with hand-kneading the dough to glazing or icing each donut.

The Red Velvet Cake donut is available just in time for Mother's Day. LaMar's Donuts is giving away one free donut to every mom visiting participating locations on Mother Day's, May 9th. “This is our way of showing our gratitude and appreciation for mothers who work hard all year long,” said Blair.

About Lamar's Donuts

Founded in 1960 by Ray Lamar in Kansas City, the first LaMar's Donuts grew to national fame in part due to the long lines of customers that formed every morning at its door, as well as TV appearances by Ray Lamar and his gourmet donuts on NBC's *The Tonight Show* and on The Food Network, among other productions. Since franchises became available in the 1990s, LaMar's Donuts has grown to 28 locations in six states: Alabama, Arizona, Colorado, Kansas, Missouri, and Nebraska. LaMar's Donuts have been recommended by Zagat's Survey, the *New Yorker* and *Gourmet Magazine*, and were chosen in the summer of 2008 as one of America's five best donuts by AOL Cityguide. More information is at www.lamars.com