

Warren Dean Flandez Signs Exclusive Endorsement Deal with Qoola Worldwide

Vancouver, British Columbia, May 12, 2011 - Singer Warren Dean Flandez has signed an exclusive endorsement deal with Qoola (pronounced cool-ah), a leading frozen yogurt vendor specializing in all-natural, healthy yogurt and fruit with locations around the world. The deal is timely, coinciding with the May 13th pre-release of Flandez's highly anticipated debut album, *Vintage Love*, under 30 Records Fontana North / Universal.

The contract calls for Flandez to make several exclusive appearances, beginning with the grand opening of Qoola Uptown Centre in Victoria, BC, this May 14th at 10am. This all-day event promises to be a success, opening with a ribbon-cutting ceremony by Saanich Mayor Frank Leonard and Flandez, followed by a live performance by Flandez and his band. A strong media presence is expected with representation from local television channels and Kool FM, Vancouver Island's top hit radio station.

"Warren is one of the country's top up-and-coming artists, with one of the most soulful voices I've ever heard. We are very excited to have him on board to represent Qoola," said Warrick Chu, Founder and CEO, Qoola. "Qoola's brand, like Warren's music, speaks to a diverse audience. Warren's current, fresh presence will complement our brand, and on a personal level, his commendable charitable efforts are in line our corporate values. We look forward to a successful partnership."

For more information about upcoming events, visit www.warrendeanflandez.com.

About Warren Dean Flandez

With a sound as fresh as the present, and a voice reminiscent of the past, Warren Dean Flandez can ease your soul and break your heart with a single note.

Managed by Mitchell Davis of The Artist Partnership, son of music mogul Clive Davis, Warren has garnered attention on both the local and international scene with notable performances and collaborations with industry greats such as Diane Warren (Grammy Award winner and Songwriters Hall of Fame inductee) and Printz Board (Black Eyed Peas).

Warren's debut album, *Vintage Love*, will be released on May 17, 2011, and features 13 songs ranging from soul anthems, R&B jams, and heart wrenching ballads. With this release, Warren Dean Flandez is ready to spread his infectious blend of old school soul, edgy hip-hop and traditional R&B. His ability to mix genres has given him mass appeal that spans generations, as evidenced by the range of ages seen at his live shows.

For more information, visit www.warrendeanflandez.com.

About Qoola

Proudly Canadian, Qoola is a never powdered, always fresh frozen yogurt bar & distributor specializing in authentic frozen yogurt made from 100% natural ingredients and packed with live and active cultures (100-700 million probiotic cultures/gram compared to only 1 million for a powdered alternative). Qoola's fat-free, gluten-free, and certified kosher frozen yogurt is decadently creamy, irresistibly tangy

and superbly nutritious. Not only does Qoola care about the environment, maintaining a constant initiative to reduce unnecessary waste by offering biodegradable, compostable and recyclable products, but Qoola also endeavours to support fellow Canadian producers and vendors, as they strive to give back to the community whenever possible through awareness and fundraising. For more information, visit www.qoola.com.