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**DAIRY QUEEN OPERATORS' ASSOCIATION FILES SUIT AGAINST AMERICAN
DAIRY QUEEN**

ADQ Violates Franchise Agreements

Chanhassen, Minnesota, July 12, 2006 – Today the Dairy Queen Operators' Association, on behalf of its members, filed suit in the Circuit Court of the Nineteenth Judicial Circuit, Lake County, Illinois, seeking Declaratory Judgments on a variety of legal issues that threaten to bankrupt or destroy the Dairy Queen mom and pop franchise holders in the U.S. of their profitability and value. In particular, the suit asks the court to prevent, International Dairy Queen and American Dairy Queen, from:

1. forcing current Dairy Queen franchisee members of the DQOA to convert to its new concept DQ Grill & Chill upon renewal, relocation, transfer or upgrade of their existing franchise agreements.
2. placing unreasonable requirements on prospective purchasers of existing Dairy Queen franchise outlets.

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3. preventing non-system (non-Brazier) stores from selling food items which existing Dairy Queen franchisees have sold for more than twenty years.
4. making Dairy Queen franchisees sell Dairy Queen ice cream cakes when extensive building changes and/or funds are required to do so.
5. making all existing Dairy Queen stores sell an all beef corporate Hot Dog of a specific brand to the sales and profitability detriment of the existing Dairy Queen franchisees.
6. forcing the existing Dairy Queen Brazier franchisees to install the "Hot Shot" method of cooking when extensive building changes and/or funds are required to do so.
7. forcing all existing Dairy Queen franchisees to utilize only the IDQ single source of credit card program.

This suit, on behalf of the Dairy Queen franchisee members of the DQOA, seeks to protect the existing rights of existing and future Dairy Queen franchisees, by eliminating the constant and incessant threats to the existing Dairy Queen franchise system which impact the viability of each and every Dairy Queen franchisee.

Warren Buffett, when Berkshire Hathaway acquired IDQ/ADQ, said that he loved the product and the mom and pop entrepreneurs who make up the Dairy Queen system. Actions speak louder than words. So far his various threats and practices in regard to the Dairy Queen franchisees have provided only destruction for the brand name and franchisees' profitability.

In essence, the DQOA on behalf of its members asks the court to define the rights of the Dairy Queen franchisees with regard to the new corporate undertakings, policies and pronouncements that threaten to erode the existing value of Dairy Queen franchisees' business pursuant to their franchise agreements.