

NEWS
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Atlanta-based Yoforia Announces New Location at Jamestown's White Provision

All natural, organic frozen yogurt company to open 1,265-square-foot Westside store in late September 2010

ATLANTA (August XX, 2010) – Leading real estate investment firm Jamestown announced today that Atlanta-based frozen yogurt company Yoforia will open a 1,265-square-foot store in the White Provision Residences building at White Provision, a restored mixed-use project that delivers distinctive restaurant space, condo units, retail, showroom and office space in Westside Atlanta. Opening in late September 2010, Yoforia's eighth Atlanta-area location will introduce the company's refreshing, all natural and USDA Certified organic frozen dessert to Atlanta's growing and forward-thinking foodie district.

"White Provision is pleased to welcome Yoforia as an exciting addition to our expanding, mixed-use district," said Chris Faussemagne, principal of White Provision Development Company. "As we continue to build a sense of community among our restaurants, shops, showrooms and residences, food is a key part of establishing White Provision as a gathering place in the vibrant Westside neighborhood. Yoforia has great momentum and a lasting commitment to natural and sustainable values."

In joining the White Provision community, Yoforia will add a popular dessert concept to a unique collection of contemporary, green and organic restaurants. The thriving development also offers rustic and casual dining from acclaimed Chefs Anne Quatrano and Clifford Harrison at Abattoir, the new organic burger restaurant YEAH! BURGER from Chef Shaun Doty, the local favorite West Egg Café and the neighborhood tavern Ormsby's from restaurateur Warren Bruno.

Founded in 2007 by a group of long-time friends and California transplants, Yoforia was established on a holistic, health-conscious philosophy emphasizing basic, all natural and nonfat ingredients. At 25 calories per ounce, Yoforia's frozen yogurt is a nutritional dessert option offering 12 self-serve flavors and over 30 toppings, from fresh seasonal fruit selections to dry, salty and sweet fixes. As part of Yoforia's growing franchise network, the White Provision store will be a family operation led by a mother, father and son team. Defined by a simple yet hip atmosphere, Yoforia will blend elements of modern chic and timeless tranquility into the interior space. Yoforia at White Provision will be open Monday through Thursday from 12 to 10 p.m., Friday and Saturday from 12 to 11 p.m. and Sunday from 1 to 10 p.m. For more information, visit www.yoforia.com.

Yoforia

Containing only 25 calories per ounce and made with all natural, USDA Certified organic fat-free milk and yogurt, Yoforia has quickly become Atlanta's preferred guilt-free destination. The Atlanta-based company opened its first store at Perimeter Mall in August 2007 and quickly grew to three stores in the same year with a location in the Virginia-Highlands and Alpharetta's Windward community. Today, Yoforia can be enjoyed in seven Atlanta-area locations plus three Charlotte, N.C. locations. For more information, visit www.yoforia.com.

White Provision

White Provision is a distinctive, modern destination forming Midtown Atlanta's gateway to the Westside neighborhood at the corner of 14th Street and Howell Mill Road. Under the direction of developers Chris Faussemagne, Mike Millett, and Michael Phillips, and leading asset acquisition and management firm Jamestown, this sophisticated mixed-use project delivers an artistic, upscale synergy among office space, 94 innovative and elegant condominium units, and highly desirable boutique retail, showroom and restaurant space. In transforming the Westside Atlanta community, White Provision cultivates a complementary mix of commercial tenants and residential buyers to create a natural extension of the neighborhood identity. With a dedication to aesthetics and authenticity, the team's vision for White Provision centers on lasting quality, long-term value and a sense of community.

The sales center at White Provision, located at 1100 Howell Mill Road, is open Monday through Friday 11 a.m. to 6 p.m. and Saturday and Sunday 11 a.m. to 4 p.m. and can be reached at 404.815.0460. Visit White Provision at 1170 Howell Mill Road or online at www.whiteprovision.com.

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