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For Immediate Release

KOZY SHACK ENTERPRISES, INC. APPOINTS ROBERT STRIANO CEO

-- Company Begins 40th Anniversary Campaign with Extended Management Team --

Hicksville, NY – January 5, 2007 – Kozy Shack Enterprises, Inc. announced today the appointment of Robert Striano as Chief Executive Officer. In his new role, he will be responsible for leading the growth efforts of the company as Kozy Shack enters its 40th year in business.

A 30-year veteran management executive, Striano brings his sales and marketing experience from consumer products, health and personal care and technology industries to the business. Most recently, he was president and CEO of Lipman USA, where he was charged with expanding the company's distribution channels within the United States. Prior to that position, Striano was an executive at Konica Photo Imaging, responsible for all sales, marketing, operations and finance functions. He has also held management positions at Sony, Reckitt & Coleman (now Reckitt Benckiser) and Procter & Gamble.

“We are delighted to welcome Bob to the company,” stated Vinnie Gruppuso, founder and owner of Kozy Shack Enterprises, Inc. “His business acumen will benefit Kozy Shack as we begin our 40th year in the refrigerated dairy industry. We look forward to Bob's input as we grow the business. His appointment will make our competitors stand and take notice.”

Mr. Striano holds a B.S. degree in Marketing from Fordham University, and has completed Executive MBA courses at Columbia School of Business and Harvard Business School. Active in many charitable organizations, he currently resides on the Board of Directors of Ramapo College and YCS Youth Consultation Service.

He and his family reside in Manhattan, New York.

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