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For more information, contact:

Ryan Jones

Obsidian PR

Phone: (901) 359-2245

Email: ryan@obsidianpr.com

Amy Good

Good Marketing

Phone: (214) 826-4556

Email: amy@goodmarketing.biz

Fresh from the Oven, Nothing Bundt Cakes Debuts in Arlington

Local bakery brings unique dessert concept to area

Arlington, Texas, August 1, 2011– One-of-a-kind Nothing Bundt Cakes – purveyors of nostalgic yet refreshingly modern Bundt cakes – is spreading its wholesome goodness to Arlington. The newest bakery is located at 5001 S. Cooper St., Suite 111 at The Village at Sports Center and will host its grand opening festivities from Thursday, August 18 to Saturday, August 20.

Nothing Bundt Cakes reintroduces an old family favorite – the Bundt cake - with a fresh, clean look that appeals to all ages. Each cake features custom concept cake decorations that are smart, contemporary and fun, customized to enhance any occasion. Nothing Bundt Cakes offers customers a wide range of cake selections, from Bundtlets – single serving cakes – to the larger Bundts that serve up to 18 people and tiered cakes, which serve up to 26 people.

Grand opening celebrations include:

- Thursday, Aug. 18
 - 11:30 a.m. to 1 p.m. – Ribbon-cutting with the Arlington and Mansfield Area Chambers of Commerce with Nothing Bundt Cakes local bakery owners Vinh Le, Tien Pham and Tuan Nguyen and General Manager, Rachel Donathan
- Friday, Aug. 19
 - 9 a.m. to 6 p.m. – Be Better U Dream Ranch Day, 20 percent of all proceeds benefit the organization
- Saturday, Aug. 20
 - 10 a.m. – First 50 customers to make a purchase receive free cake for a year (one free Bundtlet per month for 12 months)
 - Noon to 3 p.m. – Family Fun Event with balloon art and face painting

“We are excited to further enrich the Arlington community in and around our bakery by bringing Nothing Bundt Cakes to the neighborhood,” said Vinh Le, Nothing Bundt Cakes local bakery owner.

“Partnering with meaningful organizations here, including the Be Better U Dream Ranch, furthers our commitment and dedication to the city in which we live and work.”

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Made fresh daily using only the finest ingredients available, Nothing Bundt Cakes combines great taste and creative merchandising to appeal not only to taste buds but to all five senses. Customers are greeted by the smell of freshly baked cakes the minute they cross the store threshold. A soothing yet warm color palette meets the eye with whimsical furniture and hand-painted signage reminiscent of yesteryear but with a clean, fresh approach. The Nothing Bundt Cakes staff instantly makes customers feel right at home with a friendly welcome.

“We’ve learned that Bundt cakes hold a special place in the heart of consumers across the nation, as many folks can remember a loved one baking a special Bundt cake just for them,” said Dena Tripp, co-founder of Nothing Bundt Cakes. “Our local bakery owners are not only an integral part our growth, but they are an integral part of connecting to the community through the love of the handmade Bundt cake. We look forward to a successful partnership and becoming part of this city.”

Nothing Bundt Cakes is one of the nation’s few bakery/retail locations committed to the baking of Bundt cakes. The bakery specializes in offering celebration solutions for moments that matter and always enhancing their customers’ celebrations. Currently, there are 40 signed franchise agreements, with 28 bakeries open across seven states. Founded in 1997, Nothing Bundt Cakes is headquartered in Las Vegas, NV. For more information, please visit www.nothingbundtcakes.com.

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