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**FOR IMMEDIATE RELEASE**

**Easter Seals Elects Friendly’s C.E.O. John Maguire to the**

**Non-Profit Organization’s International Board of Directors**

**(Chicago, October 26, 2012)** –Easter Seals announced the election of Friendly’s Ice Cream, LLC, Chief Executive Officer John Maguire to its international board of directors during its annual convention in Chicago.

“We are honored to have John join our international board of directors,” said James E. Williams, Jr., President and Chief Executive Officer, Easter Seals. “His management experience and dedication to improving the lives of children and adults with disabilities and their families will be valuable assets for our organization.”

Maguire was named Chief Executive Officer, Friendly’s Ice Cream, LLC, the operator of Friendly’s restaurants and a distributor of ice cream products in leading supermarkets, this June. He has more than two decades of experience in fast casual restaurant operations. He brings a wide range of operating experience and management expertise to Friendly’s and has an in-depth knowledge of both the restaurant business and food processing.

“I am excited and honored to be joining the Easter Seals International Board of Directors. Friendly’s has made significant contributions to Easter Seals by raising close to 30 million dollars during our decades long partnership. I look forward to continuing this partnership and changing the lives of children and adults with disabilities in the communities where we have restaurants,” said Maguire.

Maguire attended Kansas State University and completed the Advanced Management Program at Harvard Business School.

**About Friendly's Ice Cream LLC**  
Friendly's Ice Cream LLC is a new, vertically integrated restaurant company, with a legendary brand name, serving signature sandwiches, entrees and ice cream desserts in a friendly, family environment. Together with its broad franchisee base, the company has system-wide sales of over $550 million and distribution through over 7,500 retail locations. For over 77 years, Friendly’s restaurants and dedicated service teams have delighted generations of guests. For the future, Friendly’s has plans for new food and ice cream products and enhanced buildings.

**About Easter Seals**

Easter Seals is the leading non-profit provider of services for individuals with autism, developmental disabilities, physical disabilities and other special needs. For more than 90 years, we have been offering help and hope to children and adults living with disabilities, and to the families who love them. Through therapy, training, education and support services, Easter Seals creates life-changing solutions so that people with disabilities can live, learn, work and play. Support children and adults with disabilities at [www.easterseals.com](http://www.easterseals.com).

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