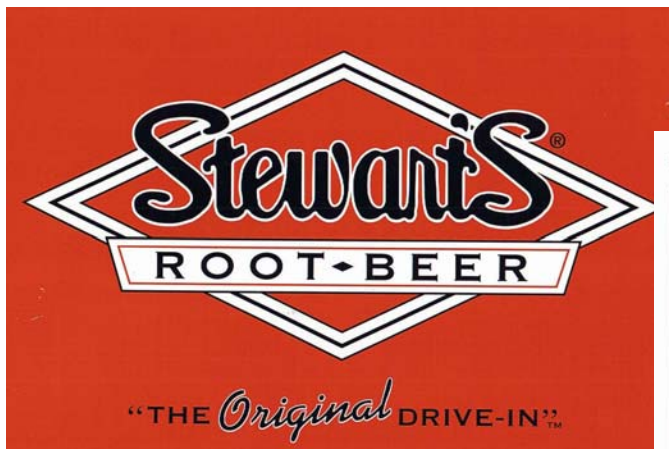


ROCKELLE CORP.

INVESTOR KIT



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Rockelle Corporation (RKLC.OB) was founded as a Delaware Corporation in September 2003, for the purpose of developing, building, owning, operating and selling quick service food franchises and other food related concepts. Gerard (Jerry) A. Stephan, President and CEO, has controlled Rockelle Corp. since its inception. Mr. Stephan has over thirty years of successful experience in both the quick service restaurant and commercial construction industries, throughout the greater New York area. This experience encompasses building, owning and operating quick service restaurants, including Quizno's.

Mr. Stephan recently completed an agreement to open ten Stewart's Original Root Beer Restaurant franchises in five selected states located throughout the Eastern United States. These franchises will be located inside of select Wal-Mart locations. Mr. Stephan anticipates that Rockelle will open numerous additional locations over the next several years.

Mr. Stephan has successfully negotiated with Kahala Corporation, an international food franchisor whose 2004 revenues exceeded \$450 million, to purchase the exclusive rights for Taco Time; one of Kahala's many franchised food concepts. Mr. Stephan now owns the exclusive area development rights for Taco Time restaurants in Suffolk and Nassau counties in Long Island, as well as the Bronx, Brooklyn, Queens, Manhattan and Staten Island.

Mr. Stephan has also negotiated with Kahala to own Blimpie franchises. Kahala, who acquired Blimpie in early 2006, has an agreement with Wal-Mart to place several of their concepts, including Blimpie, into a significant number of Wal-Mart locations throughout the United States. Rockelle has already purchased two (2) Blimpie locations in Florida, which have an anticipated opening date of spring 2007.

Additionally, Mr. Stephan negotiated a license agreement with Massimo Zanetti Beverage, USA, the U.S. subsidiary of Segafredo Zanetti Group; one of the world's largest privately owned coffee companies, who recently purchased Sara Lee Corporation's U.S. coffee brands. This agreement allows Rockelle to offer a breakfast menu featuring Chock full o'Nuts coffee and food products.

It is Rockelle's intention to undertake all franchise construction in order to take advantage of economies of scale through lower build-out costs. Rockelle Corporation's objective is to own and operate quick service restaurant franchises, in addition to developing and selling franchise locations to other operators.

Mr. Stephan has retained Surety Financial Group, LLC, a full service Business Development and Investor Relations Company, to assist Rockelle Corp. with the many aspects of developing and running a publicly traded company. Surety Financial Group will also advise Rockelle in the raising of both private and institutional capital from various sources. Additionally, Surety Financial Group will provide all required media communications and will facilitate Rockelle Corp. in building a large shareholder and investor base.

ROCKELLE CORP.

- Rockelle Corporation has entered into an initial agreement with the owners of Stewart's Original Root Beer Restaurants, a well known, nationally established, 80 year-old food and beverage company.
- Included amongst the potential business ventures with the aforementioned 80 year-old company is an agreement to build and franchise food concepts inside Wal-Mart stores.
- Rockelle Corp. will also retain the rights for the construction and/or build-out of all said locations as an additional revenue stream.
- Stewart's owners have embarked on a national re-branding campaign that includes opening "new" 1950's style retro-versions of Stewart's original restaurants and drive-in facilities.
- Stewart's Root Beer began in 1924 with the opening of Frank Stewart's first Root Beer Stand in Mansfield, Ohio. Serving ice-cold root beer in frosty mugs, Stewart's was an instant hit.
- In 1992 Stewart's greatly expanded its market share and also introduced two new flavors -- Stewart's Cream Soda and Stewart's Ginger Beer. Stewart's Cream Soda is a truly old fashioned tasting cream soda that pours with a golden, foamy head, while Stewart's Ginger Beer, which contains no alcohol, is made for true ginger beer lovers.
- In 1995, as a result of solid market gains from their original root beer, as well as their two new flavors introduced in 1992, Cable Car Beverage introduced Stewart's Orange N' Cream soda. This "creamsicle in a bottle" helped define Stewart's as the leader in flavor innovation for the super premium, gourmet soda category.



ROCKELLE CORP.

- Has signed an exclusive area development agreement with Kahala Corporation, an international food franchisor whose 2004 revenues exceeded \$450 million, for exclusive rights to Kahala's fastest growing franchise – Taco Time.
- The exclusive area development rights are for all five Burroughs of New York along with Nassau and Suffolk counties in Long Island, NY. The combined population of Nassau and Suffolk counties and the five New York boroughs exceeds 11 million.
- Restaurant industry sales were forecast to reach approximately \$440 billion in 2004, of which, quick-service restaurant sales were projected at \$124 billion – almost 30%.
- The fastest growing sector in the quick-service food industry is Mexican food, which accounts for 40% of this sector's revenues.
- Taco Time began over 40 years ago in the northwestern United States. In 2004, Taco Time was bought out by Kahala Corporation. As one of the 20th fastest growing franchises amongst those with less than 300 outlets, Taco Time anticipates growth of 13+ % per year through this decade.
- Taco Time uses only fresh, wholesome ingredients and prides itself in offering healthy choices; from vegetarian items to their unique line of crisp burritos, skinless chicken and low-fat beef that is never frozen.
- With unprecedented growth in the U.S. population and the ever-increasing demand and desire to eat healthier, Taco Time is the right company, providing high quality, authentic Mexican foods at affordable prices.

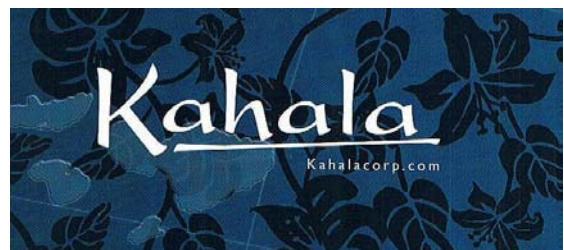
From humble beginnings in Eugene, Oregon, the TacoTime® Restaurant Chain has risen to dominate its position today as the quality leader in the Mexican Quick Service Restaurant franchise industry.



Additional information can be found at
www.kahalacorp.com
www.tacotime.com

ROCKELLE CORP.

- Subsequent to their agreement with Kahala Corp. to franchise the Taco Time concept, Rockelle also contracted with Kahala to own Blimpie franchises. Kahala, who acquired the Blimpie concept in early 2006, has an agreement with Wal-Mart to place several of their concepts, including Blimpie, into a significant number of Wal-Mart locations throughout the United States.
- Rockelle's agreement with Kahala allows Rockelle to license, own, operate or franchise Blimpie restaurants in a number of select Wal-Mart stores.
- Rockelle has already purchased (2) Blimpie locations in Florida, which have an anticipated opening date of spring 2007.
- Blimpie originated in 1964 and has grown to become the third largest sub/sandwich franchise in the United States.
- In early 2006, Kahala Corp. purchased the Blimpie concept and since that time Kahala has opened or announced the anticipated opening of over fifty (50) new locations across the United States.
- Blimpie has been successful in establishing specialty sub promotions to continually energize customer interest. They also have health conscious offerings to appeal to those seeking healthier options.



ROCKELLE CORP.

- Rockelle entered into a license agreement with Massimo Zanetti Beverage, USA, the U.S. subsidiary of the Segafredo Zanetti Coffee Group, based in Bologna, Italy. In December 2005, the Segafredo Zanetti Coffee Group purchased all of Sara Lee Corporation's U.S. coffee brands, including Chock full o'Nuts. The transaction included 103 coffee shops under the brand name Chock full o'Nuts.
- Rockelle's agreement with Massimo Zanetti Beverage, USA allows them to own, operate and/or franchise Chock full o'Nuts Coffee Shops.
- Rockelle's agreement also allows them to feature Chock full o'Nuts coffee and Chock's full line of food products in any of Rockelle's existing and future food establishments.
- Rockelle has already begun featuring Chock full o'Nuts coffee and food products in their Stewart's Original Root Beer Restaurants.
- Chock full o'Nuts coffee was founded in the early 1930s in New York City and soon became one of the most favored coffee and quick service food establishments in the greater New York Metro area.
- Through its U.S. subsidiary, Massimo Zanetti Beverage, USA, the Segafredo Zanetti Coffee Group, one of the largest privately owned coffee companies in the world, has developed plans to re-invigorate the Chock full o'Nuts brand to the U.S. consumer

The logo for Chock full o'Nuts is displayed in a stylized, green, outlined font with a white drop shadow, set against a solid black rectangular background. The text reads "Chock full o'Nuts" in a playful, rounded typeface.

CURRENT EVENTS

- Sept. 29, 2006, Rockelle announced the grand opening of yet another Stewart's Original Root Beer Restaurant. The newest franchise, located in the Bartow, Florida Wal-Mart, will open on September 30, 2006. The company celebrated its first Stewart's grand opening in Pennsylvania during the late summer of 2006. Rockelle opened its next location, in Florida, in early September 2006. With this newest franchise opening, Rockelle continues to follow its business plan by fulfilling its commitment to open Stewart's Original Root Beer Restaurants.
- Sept. 6, 2006, Rockelle announced it has passed inspection and the grand opening of another Stewart's Original Root Beer Restaurant, its first in the State of Florida, will be on Friday September 8, 2006.
- Aug. 17, 2006, Rockelle announced that they have received approval from Massimo Zanetti Beverage, USA, the parent company of Chock full o'Nuts, that permits Rockelle to combine other food concepts with a Chock full o'Nuts Coffee Shop. This agreement allows Rockelle to create dual or multi branded locations featuring Chock full o'Nuts.
- July 26, 2006, Rockelle announced they have added another State for their Stewart's Original Root Beer Restaurant franchise expansion. Rockelle announced that they have secured two (2) additional Wal-Mart locations in Ohio and construction is now underway.
- July 20, 2006, Rockelle Corporation announced that they have entered into a license agreement with Massimo Zanetti Beverage, USA, the U.S. subsidiary of Segafredo Zanetti Group based in Bologna, Italy. SZG, one of the largest privately owned coffee companies in the world, acquired Sara Lee Corporation's U.S. coffee brands in December 2005. That transaction included all assets related to the many Sara Lee brands, including Chock full o'Nuts. This agreement allows Rockelle to offer a breakfast menu featuring Chock full o'Nuts coffee and food products in any current or future Rockelle food establishment.
- July 13, 2006, Rockelle Corporation announced that it has facilitated the recent sale of a Blimpie franchise in Wilton, N.Y., for which Rockelle earned a sales commission
- July 11, 2006, Rockelle Corporation announced the grand opening of their first Stewart's Original Root Beer Restaurant franchise in the Shrewsbury, PA Wal-Mart Super Store
- May 22, 2006, Rockelle Corporation announced that they have signed a contract with Kahala Corporation (<http://www.kahalacorp.com>), an international owner and master developer of multiple food franchises, including Taco Time and Blimpie. Kahala has an agreement with Wal-Mart, the world's largest retail chain, to place several of their concepts into a significant number of Wal-Mart locations throughout the United States. Rockelle's agreement with Kahala gives Rockelle the right to develop, own and/or franchise any or all of the Wal-Mart locations offered to Kahala. Rockelle has contracted with Kahala to obtain Blimpie franchises to be located inside Wal-Mart stores.

Surety Financial Group, LLC (SFG), who is the investor relations company for Rockelle Corporation, has been compensated with a total of 1,000,000 unrestricted shares of stock.

CURRENT EVENTS

(continued)

- April 21, 2006, Rockelle Corporation announced that they will be opening two more Stewart's Original Root Beer Restaurant franchises in Maryland. Similar to other recent announcements, these sites will be located within one of the world's largest retailers. This announcement brings the total to four Stewart's franchises in Maryland alone.
- April 17, 2006, Rockelle Corporation announced Maryland as the next State in its Stewart's Original Root Beer Restaurant franchise expansion. Rockelle has already signed contracts and completed the permit process for two new sites. With recent press releases announcing the first three Stewart's franchises already underway, this announcement brings Rockelle's total to five new locations. As with Rockelle's first three franchises, these two new locations will also be constructed inside one of the world's largest retailers.
- April 7, 2006, Rockelle Corporation today announced that Pennsylvania is the next State in the Company's expansion of its Stewart's Original Root Beer Restaurants. Construction is already underway at the Shrewsbury location of one of the world's largest retailers. The grand opening of this location is expected within the next few weeks.
- March 31, 2006, Rockelle Corporation announced the locations for the Company's first two Stewart's Original Root Beer Restaurants in the State of Florida. Permits have been granted for both locations and construction is scheduled to begin almost immediately.
- March 16, 2006, Rockelle Corporation announced that they have entered into a contract with the owner of Stewart's Original Root Beer Restaurants, to begin their franchise expansion inside one of the world's largest retail chains.
- March 6, 2006, Rockelle Corporation announced that the Company has completed a financing agreement for \$2,000,000 with private investors.
- January 18, 2006, Rockelle Corporation announced that they have engaged a New York based Wall Street investment banker to secure the funding necessary to begin implementation of what should be a large-scale franchising agreement with one of the largest retail corporations in the United States.
- December 5, 2005, Rockelle Corporation announced that it has begun trading on the NASDAQ over-the-counter market.

Surety Financial Group, LLC (SFG), who is the investor relations company for Rockelle Corporation, has been compensated with a total of 1,000,000 unrestricted shares of stock.

Rockelle Continues to Fulfill Its Business Plan

MILLER PLACE, N.Y., Sept. 29, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a franchiser, developer, owner and operator of quick service restaurants and other food related concepts, is pleased to announce the grand opening of yet another Stewart's Original Root Beer Restaurant. The newest franchise, located in the Bartow, Florida Wal-Mart, will open on September 30, 2006.

Rockelle previously announced plans to open multiple Stewart's Original Root Beer Restaurant franchises within select Wal-Mart locations. The company celebrated its first Stewart's grand opening in Pennsylvania during the late summer of 2006. Rockelle opened its next location, in Florida, in early September 2006. With this newest franchise opening, Rockelle continues to follow its business plan by fulfilling its commitment to open a number of Stewart's Original Root Beer Restaurants.

Gerard A. Stephan, CEO and president of Rockelle Corporation, said, "With the opening of our second Florida location inside of Wal-Mart, we now have three revenue generating Stewart's franchises, with more on the way. We have three additional locations that we expect to make grand opening announcements for imminently." Mr. Stephan went on to say, "As result of the Stewart's franchise agreement and our other licensing arrangements with Chock full o'Nuts and Kahala Corp, we are more confident than ever for solid revenue growth in 2007. I look forward to sharing specific details with you in the very near future."

Forward-Looking Statements

Statements released by Rockelle Corporation that are not purely historical are forward-looking within the meaning of the "Safe Harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements regarding the company's expectations, hopes, intentions and strategies for the future. Investors are cautioned that forward-looking statements involve risk and uncertainties that may affect the company's business prospects and performance. The company's actual results could differ materially from those in such forward-looking statements. Risk factors include but are not limited to general economic, competitive, governmental and technological factors as discussed in the company's filings with the SEC on Forms 10-K, 10-Q and 8-K. The company does not undertake any responsibility to update the forward-looking statements contained in this release.

Source: Rockelle Corporation

Rockelle Enters Florida With Another Stewart's Root Beer Franchise

MILLER PLACE, N.Y., Sept. 6, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB - News](#)), a franchiser, developer, owner and operator of quick service specialty food restaurants and other food related concepts, is pleased to announce it has passed inspection and the grand opening of another Stewart's Original Root Beer Restaurant will be Friday September 8th, its first in the State of Florida.

As previously announced, Rockelle Corp. entered into a business agreement to initially open ten Stewart's Original Root Beer Restaurants in select Wal-Mart stores across five states. The grand opening of Rockelle's first Florida store, located in the Live Oak Wal-Mart, is another milestone on Rockelle's path to success. It is Rockelle's intention to establish a "footprint" on the East Coast and leverage these initial locations into franchise sales opportunities.

Gerard A. Stephan, CEO and President of Rockelle Corp., said, "We are very excited about the grand opening of our first Florida Stewart's franchise. The Live Oak location now gives us two revenue generating Stewart's franchises, with more on the way. We currently have four (4) locations under construction and we anticipate announcing more grand openings in the weeks and months ahead."

Mr. Stephan went on to say, "As a result of the Stewart's franchise agreement and other licensing arrangements with Chock full O'Nuts and Kahala Corp, we believe we are building a strong foundation for growth in 2007."

Forward Looking Statements

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Source: Rockelle Corporation

Rockelle Receives Approval From Chock Full o'Nuts Parent Company for Multi-Branded Food Concepts

MILLER PLACE, N.Y., Aug. 17, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a developer, owner, operator and franchiser of unique food concepts and quick-service restaurants, is delighted to announce that they have received approval from Massimo Zanetti Beverage, USA, the parent company of Chock full o'Nuts, that permits Rockelle to combine other food concepts with a Chock full o'Nuts Coffee Shop. This agreement allows Rockelle to create dual or multi branded locations featuring Chock full o'Nuts.

Mr. Gerard Stephan, President & CEO of Rockelle Corp., said, "We intend to provide details soon on when and where Rockelle will utilize this dual concept privilege. In fact, we already have a commitment from CIT Group, Inc., a leading commercial and consumer finance company, to fund such a dual concept project."

Mr. Stephan went on to say, "The many recent developments over the past few months should provide Rockelle the ability to accelerate our franchise and revenue growth. I have never felt more confident in a bright future for our company."

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Adds Ohio for Stewart's Restaurant Expansion

MILLER PLACE, N.Y., July 26, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)) a developer, owner, operator and franchiser of unique food concepts and quick service restaurants, is delighted to announce they have added another State for their Stewart's Original Root Beer Restaurant franchise expansion. Rockelle announces that they have secured two (2) additional Wal-Mart locations in Ohio and construction is now underway.

Gerard Stephan, President & CEO of Rockelle Corp. stated, "I am delighted to announce that we have begun construction on two (2) additional Stewart's Original Root Beer Restaurants, located in Wal-Mart super stores, in Wauseon and Van Wert, Ohio. Each of these locations has over 300 employees and draws well over 1.5 million patrons per store per year; both of which should provide excellent foot traffic for our restaurants."

In March of this year, Rockelle Corporation announced plans to open multiple Stewart's Original Root Beer Restaurant franchises within select Wal-Mart locations. Announcements in March and April named specific Wal-Mart stores that Rockelle had secured, in Florida, Pennsylvania and Maryland. Today's announcement adds a fourth State, Ohio, for Rockelle's continued growth.

Mr. Stephan went on to say, "With the recent announcement of the grand opening of our first Stewart's franchise in Shrewsbury, PA, and the eagerly anticipated openings of two (2) additional Stewart's locations in Florida and one (1) in Maryland in the next few weeks, our long term plans are really beginning to take shape."

Additionally, Mr. Stephan added "This announcement brings the total number of Stewart's locations to five (5) sites across four (4) states. Combined with other recent announcements regarding our associations with Kahala Corp. and the parent company of Chock full o'Nuts, we feel the best is yet to come."

Forward-Looking Statements

Statements released by Rockelle Corporation that are not purely historical are forward looking within the meaning of the "Safe Harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements regarding the company's expectations, hopes, intentions and strategies for the future. Investors are cautioned that forward-looking statements involve risk and uncertainties that may affect the company's business prospects and performance. The company's actual results could differ materially from those in such forward-looking statements. Risk factors include but are not limited to general economic, competitive, governmental and technological factors as discussed in the company's filings with the SEC on Forms 10-K, 10-Q and 8-K. The company does not undertake any responsibility to update the forward-looking statements contained in this release.

Source: Rockelle Corporation

Rockelle Enters Into Agreement With U.S. Subsidiary of One of the World's Largest Privately Owned Coffee Companies

MILLER PLACE, N.Y., July 20, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a developer, owner, operator and franchiser of unique food concepts and quick service restaurants, is pleased to announce that they have entered into a license agreement with Massimo Zanetti Beverage, USA.

Operating under the parent company, Segafredo Zanetti Group, based in Bologna, Italy, Massimo Zanetti Beverage, USA markets a stable of consumer brands that have a rich history of quality and tradition including Chock full o'Nuts, Hills Bros., MJB Premium Coffee and Chase & Sanborn. The U.S. division boasts of a state-of-the art manufacturing facility in Suffolk, VA, which supports both consumer and private label brands for all of North America. Because of its production and national distribution capabilities, in addition to its broad product line offering, Massimo Zanetti Beverage, USA is a leading full-service producer of roast and ground coffee for private-label customers in the United States and Canada.

The Massimo Zanetti Beverage, USA Food Service Division markets an extensive offering of premium branded beverage solutions from espresso to coffee, teas to smoothies and more, to foodservice operators under the Segafredo Zanetti, Chock full o'Nuts and Hills Bros. brands and concepts as well as the La San Marco espresso equipment line. For more information about Massimo Zanetti Beverage, USA visit <http://www.mzb-usa.com>.

In December 2005, the Segafredo Zanetti Coffee Group announced the purchase of the U.S. coffee brands from Sara Lee Corporation. The transaction includes all assets related to the many brands, including Chock full o'Nuts, as well as the coffee manufacturing facility and 103 coffee shops under the brand name Chock full o'Nuts. Today, the Segafredo Zanetti Group sells 120,000 tons of coffee annually and includes a large coffee plantation and a green coffee trading company in Switzerland. It also runs nine roasting plants around the world.

Jim LaGanke, SR. VP of the Chock full o'Nuts Cafe division, stated, "We are very happy to establish a relationship with Rockelle Corp. We believe that their expertise in the QSR industry will be a perfect fit for our plans to grow the Chock full o'Nuts out of home presence rapidly on the east coast."

Gerard Stephan, President & CEO of Rockelle Corp., said, "We are thrilled to be associated with one of the world's largest private coffee companies, Segafredo Zanetti Coffee Group, through their U.S. subsidiary, Massimo Zanetti Beverage, USA. Massimo Zanetti Beverage, USA has developed plans to re-invigorate, on a grand scale, the Chock full o'Nuts brand to the American consumer."

Mr. Stephan went on to say, "Our agreement with Massimo Zanetti Beverage, USA allows us to offer a nationally recognized brand of coffee, Chock full o'Nuts, along with the Chock full o'Nuts full line of breakfast products, at our existing and future food and restaurant establishments. Chock full o'Nuts breakfast line will compliment our existing lunch and dinner offerings, allowing us to take advantage of economies of scale while increasing our operating revenues."

Mr. Stephan further stated, "Along with our prior announcements, this agreement further establishes our credibility as a company that is going places in the quick service restaurant industry."

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Facilitates Sale of Blimpie Franchise for Kahala and Announces Three Additional Franchises to be Opened

MILLER PLACE, N.Y., July 13, 2006 (PRIMEZONE) -- Rockelle Corporation, Inc. (OTC BB:[RKLC.OB](#) - [News](#)), a developer, owner, operator and franchiser of unique quick service restaurants and food concepts, announces that it has finalized the first of what could be many business deals with Kahala Corp. Rockelle facilitated the recent sale of a Blimpie franchise in Wilton, N.Y., near Saratoga Springs, for which Rockelle has earned a sales commission.

As announced in their May 22nd press release, Rockelle recently contracted with Kahala Corp. (<http://www.kahalacorp.com>), an international owner and master developer of multiple food franchises, for the rights to sell any of Kahala's food concepts. The release went on to say that Rockelle had already purchased two (2) Blimpie locations in Florida, which have an anticipated opening date of spring 2007.

On July 11th, Rockelle announced the grand opening of its first Stewart's Root Beer franchise in the Wal-Mart Super Store in Shrewsbury, Pa. As announced in March and April of this year, Rockelle also plans to open multiple franchise locations within Wal-Mart stores in Maryland and Florida. Three additional locations are scheduled to open in the next few weeks, pending permits and inspection.

Gerard Stephan, President and CEO of Rockelle, stated, "I was delighted to announce the grand opening of our first Stewart's franchise, and I am thrilled to report that we are on schedule to open three (3) more Stewart's franchises within the next thirty (30) days."

Mr. Stephan went on to say, "With our first Stewart's location open and operating, and three more on the way, not to mention the other business developments we have underway, I have never felt more confident in our business strategy and our growth potential."

Forward-Looking Statements

Statements released by Rockelle Corporation that are not purely historical are forward looking within the meaning of the "Safe Harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements regarding the company's expectations, hopes, intentions and strategies for the future. Investors are cautioned that forward-looking statements involve risk and uncertainties that may affect the company's business prospects and performance. The company's actual results could differ materially from those in such forward-looking statements. Risk factors include but are not limited to general economic, competitive, governmental and technological factors as discussed in the company's filings with the SEC on Forms 10-K, 10-Q and 8-K. The company does not undertake any responsibility to update the forward-looking statements contained in this release.

Source: Rockelle Corporation

Rockelle Announces Opening First Stewart's Franchise in Wal-Mart

MILLER PLACE, N.Y., July 11, 2006 (PRIMEZONE) -- Rockelle Corporation, Inc. (OTC BB:[RKLC.OB](#) - [News](#)), a developer, owner, operator and franchiser of unique quick service restaurants and food concepts, is delighted to announce the grand opening of their first Stewart's Original Root Beer Restaurant franchise in the Shrewsbury, PA Wal-Mart Super Store.

In March of this year, Rockelle Corporation announced plans to open multiple Stewart's Original Root Beer Restaurant franchises within select Wal-Mart locations. Further announcements in March and April named specific Wal-Mart stores that Rockelle had secured, in Florida, Pennsylvania and Maryland.

This announcement marks Rockelle's first Stewart's franchise "grand opening", in the Wal-Mart Super Store in Shrewsbury, PA. Rockelle anticipates announcing several other Stewart's franchise "grand openings" in the coming weeks.

Mr. Gerard A. Stephan, President & CEO of Rockelle Corp. stated, "I am delighted to be making this announcement that our first Stewart's franchise has opened its doors. We were able to complete this project a few weeks ahead of schedule and more importantly, slightly below budget. We believe that this Stewart's will be the first of many revenue-generating franchises we will be announcing over the next several weeks. We anticipate this and our other soon to be opened sites will be the catalyst for solid revenue and profit growth in 2007 and years beyond."

Rockelle expects to open more Stewart's franchises in selected sites in Maryland, Florida and other states not yet announced, over the next few months. This announcement, coupled with Rockelle's May 22nd press release aligning itself with Kahala Corporation (<http://www.kahalacorp.com>), an international food franchiser whose 2004 revenue exceeded \$450 million, lays a strong foundation for both short-term and long-term growth.

Forward-Looking Statements

Statements released by Rockelle Corporation that are not purely historical are forward looking within the meaning of the "Safe Harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements regarding the company's expectations, hopes, intentions and strategies for the future. Investors are cautioned that forward-looking statements involve risk and uncertainties that may affect the company's business prospects and performance. The company's actual results could differ materially from those in such forward-looking statements. Risk factors include but are not limited to general economic, competitive, governmental and technological factors as discussed in the company's filings with the SEC on Forms 10-K, 10-Q and 8-K. The company does not undertake any responsibility to update the forward-looking statements contained in this release.

Source: Rockelle Corporation

Rockelle Signs Agreement With \$450 Million Franchiser

MILLER PLACE, N.Y., May 22, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a developer, owner and franchiser of unique quick service restaurants and food concepts, is delighted to announce that they have signed a contract with Kahala Corporation (<http://www.kahalacorp.com>), an international owner and master developer of multiple food franchises, including Taco Time and Blimpie. Kahala has an agreement with Wal-Mart, the world's largest retail chain, to place several of their concepts into a significant number of Wal-Mart locations throughout the United States.

Rockelle's agreement with Kahala gives Rockelle the right to develop, own and/or franchise any or all of the Wal-Mart locations offered to Kahala. Rockelle has contracted with Kahala to obtain Blimpie franchises to be located inside Wal-Mart stores.

Kahala, a privately held corporation dedicated to the design, development, franchising and marketing of quick service restaurants, is one of the fastest growing franchise companies in North America. Located in Scottsdale, Arizona, Kahala began in 1984 with one food and drink concept and since that time has grown into an over \$450 million annual revenue company featuring many unique food franchise concepts. Prior to their acquisition of Blimpie (<http://www.blimpie.com>) in early 2006, Kahala had over 1,000 franchises located throughout the United States, Canada, South Korea, Australia, the Middle East and other international locations, and according to their website, is currently opening up a new franchise somewhere in the world every day.

Gerard Stephan, President and CEO of Rockelle Corp., said, "We are very excited to be associated with one of the fastest growing specialty food franchisers. Now that Kahala has announced their relationship with the world's largest retailer -- Wal-Mart -- it should be easy for everyone to figure out who we've been referring to doing business with in our recent press releases."

Mr. Stephan further stated, "With this agreement, Rockelle will help fuel Kahala's growth and expansion, as well as our own. We have already accepted our first Blimpie/Wal-Mart locations from Kahala, and plan to announce the sites and opening dates of these stores very soon."

Mr. Stephan continued, "When companies like Kahala are willing to work with us, it says a lot about our potential for success. We believe all of our hard work and efforts are just now beginning to show results and should put us and our shareholders in position for a bright future."

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Continues to Accelerate its Stewart's Franchise Operations

MILLER PLACE, N.Y., April 21, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a developer, franchiser, owner and operator of specialty food restaurants and other related concepts, announces that they will be opening two more Stewart's Original Root Beer Restaurant franchises. Similar to other recent announcements, these sites will be located within one of the world's largest retailers. This announcement brings the total to four Stewart's franchises in Maryland alone.

Gerard Stephan, CEO and Founder of Rockelle Corporation, excitedly expressed, ``With these two additional locations in place, we now have announced a total of seven new franchise locations across three states. And there are more announcements coming!"

The first of the new sites will be located in Glen Burnie, MD, a major suburb midway between Baltimore and Annapolis, MD, which has an approximate population base of between 1,500,000 -- 2,000,000 from which to draw customers. The second location will be in Pocomoke City, MD, one of the fastest growing areas on Maryland's Eastern Shore, which includes large retirement communities and year-round vacation resort areas.

Rockelle is currently in the process of obtaining all necessary building permits, and anticipates that construction should be underway by mid-May. It is further expected that both franchises should be up and running by mid summer.

Mr. Stephan went on to say, ``Through our relationships with the owners of the rights to the Stewart's Root Beer Restaurant franchises and with one of the world's largest retailers, we have recently received a list of four (4) potential new locations, covering three states, for which Rockelle has the right of first refusal to construct additional Stewart's franchises. We are currently in the process of evaluating each of these prospective locations to determine potential profitability so as to maximize revenue growth. As we complete the process we look forward to advising the investing public."

Rockelle Corporation feels confident that additional franchise expansion and development opportunities could be in play in the very near future.

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Announces Third State For Stewart's Franchise Expansion

MILLER PLACE, N.Y., April 17, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a developer, franchiser, owner and operator of specialty food restaurants and other related concepts, is pleased to announce Maryland as the next State in its Stewart's Original Root Beer Restaurant franchise expansion. Rockelle has already signed contracts and completed the permit process for two new sites. With recent press releases announcing the first three Stewart's franchises, one in PA and two in FL, already underway, this announcement brings Rockelle's total to five new locations. As with Rockelle's first three franchises, these two new locations will also be constructed inside one of the world's largest retailers.

The first Stewart's franchise in Maryland will be located in Mt. Airy and will draw customers from the greater Washington, DC, Montgomery and Howard County areas, whose population base is approximately 1.25 million people. Permits for this site, as previously stated, have been obtained and construction is already underway.

The second franchise will be in Cambridge, located on Maryland's Eastern Shore, and will draw its customer base from areas of the Delmarva Peninsula (Delaware and Eastern Maryland). Permits for this location have also been received and construction is scheduled to begin immediately.

Gerry Stephan, CEO and Founder of Rockelle Corporation, expressed the following, "I am delighted to inform the investing public that our next two Stewart's Root Beer Restaurant franchises will be in Maryland. Now, with five locations across three states, and more to be announced in the coming weeks, our franchise expansion is really beginning to take shape. We are very excited about our prospects for the future."

Mr. Stephan went on to say, "With the permits in place for these two locations, and construction either underway or set to begin immediately, we expect to be up and running, and most importantly generating revenues, by mid-summer. With these two new Maryland locations, and the three sites previously announced in Florida and Pennsylvania, we are positioning Rockelle for solid growth in 2006 and years to come."

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Announces the Next State For its Stewart's Root Beer Restaurant Expansion

MILLER PLACE, N.Y., April 7, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB - News](#)), a franchiser, developer, owner and operator of specialty food restaurants and other food related concepts, today announces that Pennsylvania is the next State in the Company's expansion of its Stewart's Original Root Beer Restaurants. Construction is already underway at the Shrewsbury location of one of the world's largest retailers.

Mr. Gerard A. Stephan, CEO & Founder of Rockelle Corporation, said, "We are thrilled by the opportunity that our first Pennsylvania Stewart's Root Beer eatery will be located in one of the largest revenue grossing stores within one of the world's largest retailers. This location draws its customer base from parts of both Maryland and South-Central Pennsylvania, which includes Harrisburg, the State Capitol, and York. We anticipate the grand opening of this location within the next few weeks."

Mr. Stephan further stated, "Our recent financing deal allowed us to accelerate our construction schedule. As a result, we will generate revenue from this venture much sooner than originally expected."

This announcement makes a total of three Stewart's Original Root Beer Restaurants currently being constructed, or about to begin construction. Rockelle believes its business arrangement should lead to many more franchised Stewart's locations throughout the United States.

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Announces Florida Locations for Stewart's Original Root Beer Restaurants

MILLER PLACE, N.Y., March 31, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a franchiser, developer, owner and operator of specialty food restaurants and other food related concepts, is pleased to announce the locations for the Company's first two Stewart's Original Root Beer Restaurants in the State of Florida.

As previously announced, Rockelle Corp. recently entered into a business agreement to open ten Stewart's Original Root Beer Restaurants across five states, located within one of the world's largest retail vendors. The prior announcement also stated that Rockelle anticipates opening many more Stewart's locations throughout the United States in the next several years.

Mr. Gerard A. Stephen, CEO & Founder of Rockelle Corp., said, "Our first Stewart's Restaurants will be located in key growth areas in Florida. One location is in Bartow, where it will draw from an estimated 1.5 to 1.75 million people. The second store is in Live Oak, and will draw customers from 8 to 12 surrounding counties in Northern Florida and Southern Georgia. Permits have been granted for both locations, and construction will begin almost immediately."

Mr. Stephen went on to say, "We plan to announce the remaining 4 states and 8 locations shortly. We believe that these operations should perform well above average, and provide Rockelle with a strong base from which to grow."

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Announces Business Agreement to Open Franchises Within One of the World's Largest Retailers

MILLER PLACE, N.Y., March 16, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a franchiser, developer, owner and operator of specialty food restaurants and other food related concepts, is delighted to announce that they have entered into a contract with the owner of Stewart's Original Root Beer Restaurants, to begin their franchise expansion inside one of the world's largest retail chains.

Gerard A. Stephan, CEO & Founder of Rockelle Corp. said, "Rockelle will begin our franchise expansion by opening ten Stewart's locations across five states. These ten locations are inside one of the world's largest retailers. Upon completion of their build-outs, these prime locations should provide immediate revenue. We anticipate opening numerous locations over the next several years. The first of three of these locations are currently under construction. Upon receipt of permits, construction will begin on the remaining locations."

Stewart's Root Beer began in 1924 with the opening of Frank Stewart's first Root Beer Stand in Mansfield, Ohio. Stewart's was an instant hit. Today, Stewart's is a well established nationally recognized brand with over 80 years in business. In 2005, Stewart's owners embarked on a national re-branding campaign that includes opening "new" 1950's style retro-versions of Stewart's original restaurants and drive-in facilities.

Mr. Stephan went on to say, "We have worked diligently for many months to bring this deal together and we have every confidence in its success. We will keep you updated as our franchise expansion continues to develop."

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Receives Funding to Begin Franchise Expansion

MILLER PLACE, N.Y., March 6, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a franchiser, developer, owner and operator of specialty food restaurant concepts and cafes, announced today that the Company has completed a financing agreement for \$2,000,000 with private investors.

This funding enables Rockelle to immediately begin the build-out of its first round of new franchise locations. The terms and details of the funding will be included in the appropriate registration filing, to be completed without delay.

Gerard Stephan, CEO and Founder of Rockelle Corporation said, "This initial funding allows us to begin building new locations as well as accelerate other locations that have already begun. Franchise locations in our initial expansion phase include selected sites within existing locations of one of the world's largest retailers."

Rockelle anticipates using these first franchise locations as a launching pad into many others in 2006-2007. Mr. Stephan further stated, "With this initial expansion now underway, and with our plan to accelerate the number of specialty franchise locations in 2006 and over the next few years, we have every confidence in our firm's ability to grow our revenues and profits, ultimately increasing our shareholder's value."

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Contracts With Wall Street Firm to Obtain Funding For Expansion

MILLER PLACE, N.Y., Jan. 18, 2006 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB - News](#)), a franchiser, developer, owner and operator of specialty food restaurant concepts and cafes, announces that they have engaged a New York based Wall Street investment banker to secure the funding necessary to begin implementation of what should be a large-scale franchising agreement with one of the largest retail corporations in the United States.

Gerard Stephan, CEO of Rockelle Corp., said, "We have worked diligently with all parties involved to reach an accord that will permit Rockelle to enter into a contractual agreement, through a third party, to place a nationally known food franchise concept into potentially hundreds of this large retailer's stores. The initial agreement stipulates opening ten such franchises, with many more over the next few years."

Mr. Stephan further stated, "We are confident that this potentially large-scale franchising agreement, combined with Rockelle's other exclusive agreements for additional food franchise concepts, should help drive revenues and profitability in 2006 and for years to come."

Forward-Looking Statements

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. This press release contains forward-looking statements regarding the intent, belief or current expectations of the Company and members of its senior management team. While the Company believes that its expectations are based on reasonable assumptions within the bounds of its knowledge of its business and operations, prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance, and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Factors that would cause actual results to differ materially from those contemplated within this press release include but are not limited to, those associated with general business conditions; client concentration; dependence on network providers; the timely and efficient implementation of customer contracts; developments in health care reform and other regulatory issues and changes in laws and regulations in key states where the Company operates; future capital needs; control by directors and officers; and the loss of key management personnel. Readers are cautioned not to place undue reliance on the forward-looking statements, which speak only as of the date of this release. The Company disclaims any obligation to publicly update or revise any forward-looking statements contained herein to reflect events or circumstances occurring after the date of this release or to reflect the occurrence of unanticipated events.

Source: Rockelle Corporation

Rockelle Hires One of the Largest Independent Contractors to Begin New York Expansion

MILLER PLACE, N.Y., Dec. 14, 2005 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a franchiser, developer and operator of specialty food restaurants and cafes, announces the hiring of Steven Gardner, Managing Director of Franchise Partners International (FPI) to accelerate the locating of new franchisers and restaurant sites for Taco Time eateries.

Rockelle Corp., as previously reported, has the exclusive area development rights for Taco Time in the five New York Burroughs as well as Nassau and Suffolk Counties in Long Island, NY. Franchise Partners International is a marketing and development company specializing in franchising, licensing, location and distribution of quick-service food franchises. Over the past decade, Mr. Gardner has opened hundreds of new franchise locations. Mr. Gardner has also been involved in site location, lease negotiations, and store build-out for new franchise locations.

Gerard Stephan, CEO & Founder of Rockelle Corporation, stated, "Having Franchise Partners International working on our behalf should greatly accelerate our plans for launching new Taco Time franchises throughout the greater New York metropolitan area."

In other news, Mr. Stephan was interviewed for broadcast on CEO Cast on Monday December 12, 2005. CEO Cast has approximately 27,000 institutional investors, venture capitalists, funds and analysts and an estimated 1.5 million plus e-mail subscribers. This interview allowed Mr. Stephan to discuss in depth, and answer key questions, during a 15-minute segment about Rockelle's plans for expansion and its promising future.

As a result of the CEO Cast program and FPI's business contacts, Rockelle has already begun receiving requests for information about Taco Time franchising opportunities. Mr. Stephan said, "We intend for this to be the first of many national and local exposure programs that we will be using to promote our company to both the investing public and new franchise seekers."

Rockelle is also currently working on a number of other new, potentially lucrative food concepts and eateries that the company believes could hasten their growth in 2006-2007 and beyond.

Forward-Looking Statements

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Source: Rockelle Corporation

Rockelle Corporation Commences Trading on the OTCBB

MILLER PLACE, N.Y., Dec. 5, 2005 (PRIMEZONE) -- Rockelle Corporation (OTC BB:[RKLC.OB](#) - [News](#)), a franchiser, developer and operator of specialty food restaurants and cafes, announces today that it has begun trading on the Nasdaq over-the-counter market.

Gerard Stephan, President and Founder of Rockelle Corporation, said, "I am pleased to announce that after years of hard work and effort, Rockelle Corporation is a publicly traded company." In early 2005, Rockelle Corporation purchased the exclusive rights to operate and franchise Taco Time restaurants in all five Burroughs of New York (Manhattan, Brooklyn, the Bronx, Staten Island and Queens) as well as Nassau and Suffolk Counties, in Long Island, NY. The population of these combined areas, covered by Rockelle's exclusive rights agreement, exceeds 11 million people.

Taco Time is an upscale Mexican food franchise with a forty-plus year history. The Taco Time franchise chain has over 300 locations, primarily in the Northwestern United States, and multiple international locations in other countries, including Canada and Japan. Taco Time International, Inc. (<http://www.tacotime.com>) was purchased in 2004 by Kahala Corporation (<http://www.kahalacorp.com>), a \$450 million dollar international food/restaurant franchiser, currently franchising six different restaurant concepts.

Mr. Stephan stated, "I have been in the quick service restaurant business and the commercial construction industry for over thirty years. I believe that with my combined experience and the population demographics we will be marketing to, we are well positioned to take advantage of commercial build-out cost savings and the franchising and marketing opportunities presented to us."

According to the Restaurant Industry Association forecast, restaurant-industry sales will continue to rise, reaching a record \$440 billion in 2004, marking the 13th consecutive year of real sales growth. The quick-service restaurant sales were expected to increase to \$124 billion. The fastest growing sector in the quick-service food industry in the U.S. is the "Mexican" food establishments, which account for approximately 40% of this sector's increase.

Additionally, Rockelle Corp. has several other food and food related concepts that they plan to pursue over the weeks and months ahead. Rockelle Corp. believes this will provide a strong foundation for future growth.

Forward-Looking Statements

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Source: Rockelle Corporation