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FRIENDLY ICE CREAM CORP

Form 8-K

March 08, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d)
OF THE SECURITIES AND EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): March 3, 2004

FRIENDLY ICE CREAM CORPORATION
(Exact name of registrant as specified in its charter)

| | | |
|--------------------------|--------------------------|---|
| Massachusetts | 0-3930 | 04-2053130 |
| (State of Incorporation) | (Commission File Number) | (I.R.S. Employer Identification No.) |

1855 Boston Road
Wilbraham, Massachusetts 01095

(Address, including zip code of registrant's principal executive offices)

Registrant's telephone number, including area code: (413) 543-2400

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On March 3, 2004, Friendly Ice Cream Corporation issued a press release announcing that it has priced \$175 million in aggregate principal amount of 8.375% senior notes due 2012 through a private placement. A copy of the press release is attached as Exhibit 99.1.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS.

(c) Exhibits:

99.1 March 3, 2004 Press Release by Friendly Ice Cream Corporation.

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SIGNATURES

Pursuant to the requirements of the Securities and Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

FRIENDLY ICE CREAM CORPORATION

By: /s/ PAUL V. HOAGLAND

Name: Paul V. Hoagland
Title: Executive Vice President of
Administration and Chief Financial
Officer

Date: March 3, 2004

Exhibit Index

99.1 March 3, 2004 Press Release by Friendly Ice Cream Corporation