



Dreyer's Challenges Neighbors to Slow Down and Block Off Time for a 'Two Scoop Neighborhood Salute'

Survey Says: Americans Don't Know Their Neighbors

OAKLAND, Calif., March 15, 2005 /PRNewswire-FirstCall via COMTEX/ -- Suburbia's latest challenge may not be "keeping up with the Jones," but rather "slowing down and getting to know the Jones." One thing's for sure: more than half of Americans (55%) believe they are less familiar with their neighbors today than their parents were with their neighbors a generation ago. And, according to a recent survey, our hectic schedules are to blame. In this fast-paced world of instant worldwide communications, it's ironic that sometimes the hardest connections to make are with folks just across the street.

Dreyer's Slow Churned Ice Cream asked Americans across the country how well they knew their neighbors. Here's the scoop:

- Three out of ten Americans (27%) don't know their neighbors first and last names;
- Six in ten Americans (59%) who aren't friendly with their neighbors say it's because they're just too busy to create meaningful relationships;
- Fewer than half of Americans (48%) have borrowed something, like a cup of sugar, from one of their neighbors

Research and community experts say that on average, students perform better, people live longer, and crime rates are lower when people who live in the same community have a basic familiarity with each other.

Dreyer's Slow Churned Ice Cream is dishing up a fun and sweetly old-fashioned way to "break the ice" with new and even long-time neighbors -- ice cream block parties. Dreyer's will award 1,500 neighborhoods a "Two Scoop Neighborhood Salute" this July, to coincide with National Ice Cream month. Winning neighborhoods will receive a doorstep delivery of Dreyer's Slow Churned Light Ice Cream with all the fixings for a fun, memorable and easy-to-organize party.

"Ice cream is the ultimate ice breaker," said John Harrison, Official Taster for Dreyer's Grand Ice Cream. "Slowing down and getting to know your neighbors over two scoops of light ice cream is a delightful way to pay tribute to your next door neighbors and your community."

Neighbors around the country are invited to visit www.Dreyers.com (March 15 - May 27, 2005) to explain in 350 words or less why their neighborhood deserves a Two Scoop Neighborhood Salute. Entries will also be accepted via U.S. Postal Service mail to Dreyer's Slow Churned Ice Cream, Attention: Two Scoop Neighborhood Salute, 5929 College Avenue, Oakland, CA 94618. Contestants must be residents of the United States and at least 13 years old.

Dreyer's will announce the winners in June and will salute 1,500 neighborhoods with a prize package that includes a doorstep delivery of Dreyer's Slow Churned Light Ice Cream (enough for more than 100 partygoers!) and a "party in a box" (napkins, spoons, nametags, cups and more) so each winner can host a "Two Scoop Neighborhood Salute" on their block this summer.

To top off the exciting news, Dreyer's Slow Churned Light Ice Cream has half the fat and 30% fewer calories than regular ice cream, yet it tastes just like regular, giving neighbors more reason to celebrate. Ice cream lovers can scoop up more than 20 family favorite flavors, including the following new flavors debuting this spring: Vanilla Bean, Vanilla Chocolate, Coffee, Caramel Delight and Chocolate Fudge Chunk. To find where Dreyer's Slow Churned Light has recently been delivered in your neighborhood, log on to Dreyer's Flavor Finder® at www.Dreyers.com.

Dreyer's Grand Ice Cream Holdings, Inc., and its subsidiaries manufacture and distribute a full spectrum of ice cream and frozen dessert products. Brands of frozen dessert products currently manufactured or distributed by Dreyer's in the United States include Grand, Slow Churned™ Light, Häagen-Dazs®, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Toll House®, Carnation®, Push-Up®, Dole®, Homemade, Fruit Bars, Starbucks®, Skinny Cow®, Skinny Carb Bar™ and Healthy Choice®. The company's premium products are marketed under the Dreyer's brand name throughout the western states and Texas, and under the Edy's name throughout the remainder of the United States. Internationally, the Dreyer's brand extends to select markets in the Far East and the Edy's brand extends to the Caribbean and South America. For more information on the company, please visit www.dreyersinc.com.

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* The survey, conducted by Opinion Research Corporation February 2-5, 2005, polled 1,000 adult Americans by telephone. For complete survey results, please contact kagoelle@dreyers.com or drew.mcgowan@ketchum.com.

SOURCE Dreyer's Grand Ice Cream, Inc.

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