



**Dreyer's Grand Ice Cream Grants Cool 'Rookie Moments' for Ice Cream Dreamers Nationwide**  
Dreyer's Invites 10 Lucky Winners to Live Their Dreams For a Day

OAKLAND, Calif., Feb. 24 /PRNewswire-FirstCall/ -- Have you ever dreamed of joining a group of Ghostbusters on a ghosthunt? ... pictured yourself riding in a circus parade? ... or imagined driving a car at 150 miles per hour on a NASCAR track? Last year, Dreyer's Grand Ice Cream invited ice cream fans across the country to describe their lifelong yearnings to become something they had always wanted to be. After considering thousands of creative entries, Dreyer's is plucking ten lucky ice cream lovers from the sidelines to enjoy their very own "Rookie Moments." To sweeten the prize, each of the winners will also receive a year's supply of Dreyer's ice cream.

Dreyer's will grant the following Rookie Moments this spring/summer:

- Corey Olsen -- An 11-year-old boy from River Grove, Illinois will spend a day with the Franklin Park Fire Department as a **ROOKIE FIREFIGHTER**
- Samuel Brown -- A 7-year-old boy from Cleveland, Tennessee will fulfill his wish to be a **ROOKIE DOCTOR** by spending time with physicians at a local children's hospital
- Julia Marie Yerger -- A 9-year-old girl from Tononium, Maryland will get advice from skating professionals for her chance to be a **ROOKIE FIGURE SKATER**
- Megan Paustian -- An 11-year-old girl from Parker, Colorado will learn from the experts at Sea World to become a **ROOKIE OCEANOGRAPHER**
- Alberto Magana -- An 11-year-old boy from Santa Ana, California will explore the Grand Canyon for his chance to be a **ROOKIE EXPLORER**
- Vivian Whelan -- A 66-year-old woman from Hartford, Wisconsin will ride in the Milwaukee Circus Parade to experience a day-in-the-life of a **ROOKIE CIRCUS PARADE PERFORMER**
- Randy Alberts -- A 43-year-old man from Albuquerque, New Mexico will get behind the wheel of a race car as a **ROOKIE NASCAR DRIVER**
- Cathy Wilson -- A 54-year-old woman from Midvale, Utah will attend the Haunted America Conference to learn the tricks-of-the-trade to make her a bona fide **ROOKIE GHOSTBUSTER**
- Valerie Smart -- A 24-year-old woman from Agwam, Massachusetts will go behind-the-scenes at the NASDAQ and the Federal Reserve to learn what it takes to be a **ROOKIE INVESTOR**
- Michele Thomsen -- A 38-year-old woman from Scottsville, Virginia will learn the ropes from the experts at Sequoia National Park for her chance to be a **ROOKIE RANGER**

"I never would have guessed that I would spend my days eating ice cream for a living, but I was lucky that someone gave a 'Rookie' a chance to scoop up this cool job 20 years ago," said John Harrison, Dreyer's Official Ice Cream Taster. "This year Dreyer's is giving some of our biggest ice cream fans once-in-a-lifetime opportunities to live their own extraordinary dreams ... who knows, they might end up seasoned veterans just like me."

Dreyer's Rookie Moment contest launched in May 2002. Ice cream fans of all ages were invited to describe what their ideal "Rookie Moment" would be and what it would mean to them to have this

special moment granted. Entries were judged on a variety of criteria, including the creativity, originality and practicality of each entry. Ten winners were selected and notified this past December that Dreyer's would make their dreams come true. In addition to having their "Rookie Moments" granted, each winner will also receive a year's supply of Dreyer's ice cream (via 24 product gift certificates) so they can scoop up a treat as they relive their special day with friends and family.

Dreyer's Grand Ice Cream, Inc. (Nasdaq: DRYR) manufactures and distributes a full spectrum of ice cream and frozen dessert products. The company's 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. Dreyer's (together with Edy's) is the best selling brand of packaged ice cream in the country. Internationally, the Dreyer's brand extends to select markets in the Far East and the Edy's brand to the Caribbean and South America. Brands currently manufactured and distributed by Dreyer's include Grand, Grand Light®, Homemade, Dreamery®, Whole Fruit™ Sorbet, M&M/Mars, Starbucks®, Godiva® and Healthy Choice®. For more information on the company, please visit [www.Dreyers.com](http://www.Dreyers.com).

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CONTACT: Kim Goeller-Johnson of Dreyer's Grand Ice Cream, Inc., +1-510-601-4211, or [kagoelle@dreyers.com](mailto:kagoelle@dreyers.com)