



Television Neighborhoods Scooping Up Ratings Rather Than Reality
 American Neighborhoods - and Neighbors - Aren't So 'Desperate'

OAKLAND, Calif., March 10 /PRNewswire-FirstCall/ -- The highly rated television show, *Desperate Housewives*, is apparently desperately out of touch with Americana. In a recent survey* sponsored by Dreyer's® Slow Churned™ Ice Cream, only six percent of Americans report living in a neighborhood inhabited by "desperate housewives." In fact, Americans claim their community is more like the Lynbrook, Long Island neighborhood featured on *Everybody Loves Raymond* (26%) rather than the famed Wisteria Lane on *Desperate Housewives* (6%).

Another "dishy" finding ... Americans don't necessarily believe notable public figures and Hollywood celebrities would be friendly or accommodating neighbors, in spite of their public appeal. Less than one in ten Americans (9%) would dare stop by Hillary Rodham Clinton's new home for a cup of sugar -- and that's without having to go through White House security! And, while her former next-door neighbors lived behind steel bars, rather than white picket fences, Martha Stewart -- the queen of gracious American living -- is someone 13 percent of Americans would ask to borrow a cup of sugar.

Fans of Hollywood's favorite exes -- Brad Pitt and Jennifer Aniston -- have chosen their side of the fence, too. More Americans say they would approach the former *Friends* cast member (14%) than the *Ocean's 12* star (7%) to borrow a cup of sugar. Apparently Jamie Foxx would provide a "Ray" of light to some neighborhoods, as 11 percent of Americans see this Oscar-winning actor as the ideal neighbor to ask to borrow a cup of sugar.

Finally, his famous glare is having its intended effect on his audience, as only four percent of Americans would dare ask "The Donald" to borrow a cup of sugar. In fairness, there's a shortage of neighbors for Donald Trump considering he is the sole resident on the top three floors of Trump Tower in New York City.

So who is the perfect public figure to have as a sugar-loaning neighbor? None other than Wisteria Lane's latest resident, Oprah Winfrey. Three in ten Americans (29%) would approach the daytime talk show diva and actress, who recently guest starred on a special episode of *Desperate Housewives* that aired on Oprah in February.

For most Americans, it's the characters from the TV shows -- rather than the neighborhoods themselves -- that are truly memorable. Imagine having Cosmo Kramer from *Seinfeld* and Ethel Mertz from *I Love Lucy* as neighbors. This duo tied as the most preferred television characters to have as neighbors (28%).

If you feel like you know more about Cosmo Kramer or Ethel Mertz than you do your actual neighbors, Dreyer's Slow Churned Ice Cream is scooping up a cool remedy. Looking for an introduction to your neighbors? Simply log onto www.Dreyers.com beginning March 15, 2005, and nominate your neighborhood for one of 1,500 ice cream block parties awarded as part of the "Two Scoop Neighborhood Salute" contest. 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 event. Getting to know your neighbors has never been so sweet.

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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

The public figures cited in this survey have not endorsed the survey or the products.

SOURCE Dreyer's Grand Ice Cream, Inc. 03/10/2005

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