



**Dreyer's Begins \$100 Million Expansion of Bakersfield Ice Cream Manufacturing Facility
Company Breaks Ground on Project That Will Add 250 New Jobs Next Spring**

BAKERSFIELD, Calif., May 14, 2004 /PRNewswire-FirstCall via COMTEX/ -- Dreyer's Grand Ice Cream Holdings, Inc. (Dreyer's) (Nasdaq: DRYR), is breaking ground today on a \$100 million expansion project that will triple the capacity of its Bakersfield manufacturing facility, and create 250 new jobs next spring.

Dreyer's Bakersfield Operations Center currently supports 450 ice cream makers and staff and churns out 90 different types of frozen snacks, including Drumstick, Nestlé Crunch Bars, Push-Ups, Toll House Cookie Sandwiches, and Carnation Ice Cream Sandwiches. The facility, which has been dedicated to frozen snacks, will add 400,000 square feet and five ice cream production lines, enabling the manufacturing of packaged ice cream products like Dreyer's Grand ice cream and the new Slow Churned Dreyer's Grand Light.

In addition to packaged ice cream production and office space, the expansion will include a new ice cream warehouse with a 20-door shipping dock, and new Research and Development facilities including a pilot plant for flavor development, labs, and prep kitchens.

Originally built as a Nestlé ice cream plant in 1988, the Bakersfield facility will be Dreyer's largest and most state-of-the-art operations center, with a total of 650,000 square feet and a manufacturing capacity of 70 million gallons when the expansion is complete, in addition to its current frozen snacks capacity of 98 million dozens. Dreyer's currently has seven ice cream manufacturing facilities across the country.

"Our Bakersfield Operations Center is already one of the top manufacturing facilities in the country for frozen snacks," said William Oldenburg, Dreyer's executive vice president of Operations. "This country has grown up on Drumsticks, Nestlé Crunch Bars and Carnation Ice Cream Sandwiches. And now, from this facility in the heart of California, we'll also be creating new flavors, and new packaged and single serve ice cream products to keep America smiling."

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 and distributed by Dreyer's in the United States include Grand, Grand Light®, Häagen-Dazs®, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Baby Ruth®, Toll House®, Carnation®, Push-Up®, Dole® Homemade; Fruit Bars; and Starbucks®. 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 to the Caribbean and South America. For more information on the Company, please visit www.dreyersinc.com.

NOTE: Edy's, the Dreyer's and Edy's logo design, Grand Light, Slow Churned, and Homemade, are all trademarks or trade names of Dreyer's Grand Ice Cream, Inc. The Nestlé and Häagen-Dazs trademarks

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SOURCE Dreyer's Grand Ice Cream, Inc.

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