



**Media Alert For Media Attendees Only (Event not open to the general public)**

**What:** Ribbon cutting ceremony to mark the completion of the \$100 million expansion of the Dreyer's Grand Ice Cream's Bakersfield manufacturing facility.

The Bakersfield Operations Center, one of the world's largest, now has the capacity to produce 70 million gallons of ice cream and 98 million dozens of frozen snacks each year. It is also home to Dreyer's new world-class Research and Development Technical Center, the source of all new product and flavor development for our portfolio of brands.

**When:** 10 a.m. to noon  
Media are also invited to stay for lunch . . . and ice cream  
Wednesday, May 25, 2004

**Where:** Dreyer's Grand Ice Cream  
Bakersfield Operations Center  
7301 District Boulevard  
Bakersfield, California

**Who:** T. Gary Rogers, Dreyer's Chairman and CEO  
Mark McLenithan, Plant Manager for Dreyer's Bakersfield  
Operations Center  
State and local dignitaries

**Visuals:** Tour of new state-of-the-art Dreyer's Technical Center  
Ribbon cutting ceremony  
Unveiling of new street-front building sign  
Manufacturing B-roll available upon request

**Schedule of Events:**  
10 a.m. Media tour of new Dreyer's Technical Center  
11 a.m. Ribbon cutting ceremony and unveiling of new plant sign  
Noon Registered media are invited to stay for lunch

**For more information contact:**  
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Web site: <http://www.dreyers.com>