



**Dreyer's Whole Fruit Bars Offer Delicious, Fresh-Picked Flavor  
Whole Fruit Judged 'Best Tasting Fruit Bar' by the American Tasting Institute**

OAKLAND, Calif., June 20 /PRNewswire-FirstCall/ -- This tasty fruit bar is always ripe for picking ... right out of the freezer at your supermarket. Dreyer's Whole Fruit Bars are delightfully refreshing treats packed with real fruits and juices. Whole Fruit's phenomenal quality was recently recognized by the American Tasting Institute and awarded a Gold Medal as "the 2002-2003 Best Tasting Fruit Bar" in a national blind judging by professional chefs.

Each Whole Fruit Bar is packed so full of flavor that biting into one recalls sinking your teeth into your favorite, fresh fruit. They're also a healthy snack since they're naturally fat and cholesterol free and an excellent source of Vitamin C.

Dreyer's offers a complete line of tempting Fruit Bar flavors to fit every fruit craving. A new, mouthwatering Peach has just been added to the flavors offered in 6-bar packages -- Strawberry, Lime, Tangerine, Lemonade, Coconut and Wild Berry.

A sweet Strawberry, Wild Berry and tangy Lime bar Variety 12-Pack is joined this year by a new selection that is sure to be popular with the younger set (and the young-at-heart!) -- Grape, Cherry and Tropical bars. An unbelievable No Sugar Added version is also featured in a Variety 12-Pack of luscious Strawberry, Raspberry and Tangerine flavors.

As an added bonus, each of the 12-packs will be loaded with two free bars during the summer season, so you can stock up for the sweltering afternoons and evenings.

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.Dreyersinc.com](http://www.Dreyersinc.com).

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/NOTE TO EDITORS: Color and Black and White Photo Available/  
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