



**Dreyer's Rolls Out the World's Littlest Ice Cream Truck
Built Out of a Mini Cooper - It's the Next Hip Little Thing to Hit the Road**

OAKLAND, Calif., Aug. 1 /PRNewswire-FirstCall/ -- There's a new ice cream truck rolling into town and Dreyer's Dibs™ bite-sized ice cream snacks are traveling in style -- in the hippest and littlest ice cream truck ever to hit the road. The World's Littlest Ice Cream Truck is on a 10-city cross-country tour this summer to introduce Dibs ... The next little thing in ice cream™.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20050801/SFM056>)

These revolutionary new, poppable, munchable ice cream snacks are covered in a delicious chocolate shell and are bound to be the hottest snacking trend of the summer.

Dreyer's wanted the perfect ice cream truck to deliver these mini treats, which led to the creation of the World's Littlest Ice Cream Truck and a partnership with Ron Canyon, one of the edgiest motor makeover artists. Canyon Motors has created customized cars for some of the top celebrities including, Jennifer Lopez, Lebron James, Faith Evans and Busta Rhymes.

"DIBS are the next little thing in ice cream and what better way to introduce these fun new snacks than with the World's Littlest Ice Cream Truck," says Suzanne Ginestro, marketing manager for Dreyer's Dibs brand. "The Mini Cooper was the perfect little car for these little bite-sized ice cream treats."

Canyon and his talented team have transformed this shiny red Mini Cooper into the next generation ice cream truck. This Dib-ified little truck is the most high-tech and functional of its kind. It's equipped with state-of-the-art technology including 32- and 23-inch LCD flat panel TV's, a Mac® Mini, iPod® Mini docking station, touch screen applications, wireless internet access, an exterior Web cam and a freezer drawer that slides out of the back via remote control.

To add the "bling" to this hip little ice cream truck, it sports 19-inch spinner wheels, as well as flared fenders, an extended roof with a rag top and a custom sound system that is sure to capture everyone's attention. When kids see this ride, they'll be screaming for more than just ice cream.

The little ice cream truck is scheduled to tour the U.S. this summer making stops in 10 cities. To see the DIBS truck and sample these tasty ice cream treats, check out the tour schedule on www.dreyers.com or www.edys.com. Plus, enter the Dibs Across America Photo Scavenger Hunt contest and pop the perfect picture with the littlest ice cream truck for your chance to win a year's supply of Dibs ice cream snacks.

About Dreyer's DIBS

Dreyer's Dibs family-size ice cream snacks carton has 60 pieces and is available nationally in all five flavors at supermarkets for \$3.99. The single-serve container holds 26 pieces and fits in a car cup holder. These on-the-go single-serve Dibs snacks come in Nestle Crunch® and Vanilla flavors and are now

available in convenience stores nationally for \$1.75.

Dibs ice cream treats are available in five delicious Dreyer's flavors:

- Vanilla ice cream with Chocolate and Nestlé® Drumstick® cone coating
- Chocolate ice cream with Chocolate coating
- Mint ice cream with Chocolate coating
- Vanilla ice cream with Chocolate coating
- Vanilla ice cream with Chocolate and Nestlé Crunch® candy coating

About Canyon Motors, Ltd.

Canyon Motors, dedicated to providing the ultimate automobile experience, offers an expansive selection of luxury and exotic automobiles. Collaborating with corporations, executives, and entertainment personalities, CML is on the leading edge in automobile technology. Canyon Motors provides clients with the ability to customize their vehicles with a multitude of options including custom upholstery, wheels, tires, and the latest in technology -- such as the integration of an auto-based computer with a home and/or office network. Canyon Motors is also responsible for the creation of several specialized "mobile-media" projects. These specially customized vehicles are used in the marketing campaigns of top corporations and in promotional projects for the film and television industries. If you would like to learn more about vehicle customization, specialized projects or sales and leasing, please contact info@CanyonMotorsLtd.com. To view the Canyon Motors Executive Edition SUV, please visit www.CanyonMotorsLtd.com.

About Dreyer's

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 or distributed by Dreyer's in the United States include Grand, Grand Light®, Slow Churned™ Light, Häagen-Dazs®, Häagen-Dazs® Light, Dibs™, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Toll House®, Carnation®, Push-Up®, Dole®, Homemade, Fruit Bars, Starbucks®, Skinny Cow® and Skinny Carb Bar™. 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 extends to the Caribbean and South America. For more information on the company, please visit www.dreyersinc.com.

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SOURCE Dreyer's Grand Ice Cream, Inc.
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