



Dreyer's Begins \$180 Million Expansion of Ice Cream Manufacturing Facility in Laurel, Maryland; Company breaks ground on project that will add 300 new jobs by 2007

LAUREL, Md.--(BUSINESS WIRE)--Nov. 10, 2004--Dreyer's Grand Ice Cream Holdings, Inc. (Dreyer's) (NNM:DRYR), is breaking ground today on a \$180 million project to triple the capacity of its Laurel manufacturing facility, add a state-of-the-art warehouse to serve the eastern U.S., and create more than 300 new jobs by the time the project is completed in 2007.

Dreyer's Laurel Operations Center in Howard County, Maryland, currently supports 220 ice cream makers and staff who produce a wide range of Nestlé and Edy's frozen snacks including Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, and Edy's® Fruit Bars. The facility, which has been dedicated to frozen snacks, will more than double the number of workers in three years to about 520, and will add nearly 600,000 square feet of production and warehouse space, 10 frozen snack production lines, and two packaged ice cream lines, enabling the manufacturing of packaged ice cream products like Häagen-Dazs, in addition to a full range of Nestlé and Edy's frozen snacks. Total square footage for the Laurel plant will be nearly 700,000 square feet when completed, with room to grow.

The expansion will include a new 200,000-square-foot ice cream warehouse that will hold up to 23,000 pallets of ice cream and frozen snacks for quick shipment to stores, restaurants and ice cream parlors across the eastern U.S.

The Laurel expansion is the second large expansion project Dreyer's Grand Ice Cream has undertaken this year. Dreyer's has seven ice cream manufacturing facilities across the country. In May it began a \$100 million expansion of its Bakersfield, California, facility. The Laurel Operations Center will rival the Bakersfield Operations Center in size and capacity when completed and will give Dreyer's two of the world's largest ice cream facilities, one on each coast of the United States.

"It is critical to the success of our Edy's, Nestle and Haagen-Dazs brands that we have a stellar manufacturing and distribution center on the east coast," said T. Gary Rogers, Dreyer's chairman and chief executive officer. "Our Laurel facility in Howard County is in a great location to draw talent from the surrounding area. It's also well positioned to support our growth and meet consumer demand. We are very grateful that our consumers are so passionate about our products. And we thank Howard County, the State of Maryland, and our employees in Laurel for helping us build a truly world-class operation."

"With this announcement, the State welcomes one of the largest ice cream facilities in the world," said Maryland Governor Robert L. Ehrlich Jr. "We are delighted that Dreyer's Grand Ice Cream has chosen to expand its operations in Maryland and pleased to be the company's East Coast home. Dreyer's expansion is further validation of the skilled workforce, business-friendly environment, convenient East Coast location, and outstanding quality of life that continue to encourage companies to stay and grow in Maryland."

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SOURCE: Dreyer's Grand Ice Cream Holdings, Inc.