



**Dreyer's Grand Ice Cream Sets Sail with New Treasure Planet Flavors  
Ice Cream Fans Scoop Up the Loot in Freezer Aisles Nationwide**

OAKLAND, Calif., Nov. 21 /PRNewswire-FirstCall/ -- Hold on to your solar surfer and explore ice cream that is out of this world! Dreyer's Grand Ice Cream (Nasdaq: DRYR) is scooping up excitement in the freezer aisle with the debut of two new flavors, timed to coincide with the release of Disney's animated film *Treasure Planet*. This charming re-imagination of Robert Louis Stevenson's classic story features an engaging crew of pirates hunting for treasure in outer space. Galactic Chocolate™ and Vanilla Treasure™, available for a limited time, deliciously capture the excitement of this futuristic fantasy while appealing to the taste buds of pint-sized swashbucklers this holiday season.

"If you like ice cream, your ship has come in!" said John Harrison, Dreyer's Official Ice Cream Taster. "Dreyer's flavor developers let their imaginations run wild to capture the thrill of *Treasure Planet* in our latest ice cream creations."

Ice cream fans can bring the excitement of Disney's *Treasure Planet* home in a carton with two unique flavors. Galactic Chocolate serves up a cool combination of chocolate ice cream and a marshmallow swirl amidst a galaxy of yellow and blue cookies dough stars. Vanilla Treasure unleashes a solar explosion of vanilla ice cream with a fudge swirl and colorful fudge-filled *Treasure Planet* shapes featuring the movie's engaging cast of characters (John Silver, Morph and Jim Hawkins).

Galactic Chocolate and Vanilla Treasure are available in freezer aisles nationwide through the end of January 2003. To find out where these new flavors have recently been delivered in your neighborhood, log on to Dreyer's Flavor Finder™ at [www.Dreyers.com](http://www.Dreyers.com).

Based on one of the greatest adventure stories ever told, Disney's *Treasure Planet* is an exciting space adventure that takes moviegoers on a breathtaking journey across the universe. At the center of the story is young Jim Hawkins, who joins the crew of an intergalactic expedition as cabin boy aboard a glittering space galleon. Adventures ensue as Jim and a captivating cast of characters (voiced by Martin Short, David Hyde Pierce and Emma Thompson) battle supernovas, black holes and ferocious space storms. When confronted with an unexpected betrayal in the midst of the voyage, Jim learns who his true friends are and discovers a "treasure" greater than he had ever imagined.

Walt Disney Feature Animation is a division of The Walt Disney Studios, which has created and produced the most successful animated films of all time. Walt Disney Studios is a unit of the Walt Disney Company (NYSE: DIS), the world's foremost family entertainment company engaged in animated and live-action film and television production; cable and broadcast television; theme parks and resorts; character merchandise licensing; consumer products retailing; and book, magazine and music publishing.

Dreyer's Grand Ice Cream, Inc. 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).

**NOTE:**

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