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**HÄAGEN-DAZS ICE CREAM CELEBRATES 50<sup>TH</sup> BIRTHDAY WITH FREE FLAVOR DAY AND CLASSIC FLAVORS**

*Wish The Häagen-Dazs Brand a Happy Birthday On May 18 and Scoop Up Free Ice Cream*

Oakland, Calif. (April 20, 2010) – The Häagen-Dazs® brand is celebrating a milestone birthday – and you’re invited to share in the fun as we all sing for ice cream. On Tuesday, May 18, 2010, Häagen-Dazs will celebrate 50 years as the first super premium ice cream with its annual Free Flavor Day. From 4:00 p.m. to 8:00 p.m. in any participating Häagen-Dazs Shop across the country, ice cream lovers can wish the brand a “Happy Birthday” and enjoy a free scoop of one of three original all-natural ice cream flavors: Häagen-Dazs Chocolate, Coffee or Vanilla.

“This is a huge milestone for us, and we’re thrilled to be celebrating our 50th birthday with our loyal fans,” said Häagen-Dazs Shops brand manager Julie Fleigle. “Free Flavor Day gives us an opportunity to give back to our dedicated supporters who have made us the successful ice cream brand we are today.”

Häagen-Dazs ice cream reflects decades of passion and creativity that began in the early 1920s when Reuben Mattus, a young entrepreneur with a passion for quality and a vision for creating the finest ice cream, sold fruit ice and ice cream pops from a horse-drawn wagon on the bustling streets of New York. The Häagen-Dazs brand officially launched in 1960 with three classic all-natural ice cream flavors – Chocolate, Coffee and Vanilla – still popular favorites today. At first, Häagen-Dazs was only available in container packages at gourmet shops in New York City, but soon distribution expanded throughout the East Coast. By 1973, Häagen-Dazs products were

enjoyed by discerning customers across the United States. In 1976, Mr. Mattus' daughter, Doris, opened the first Häagen-Dazs Scoop Shop in Brooklyn, New York. It was an immediate success, and its popularity led to a rapid expansion of shops across the country.

To find a nearby Häagen-Dazs Shop where you can participate in the Free Flavor Day festivities, visit the Shops locator on [www.haagendazs.com](http://www.haagendazs.com).

### **About Häagen-Dazs**

Crafted in 1960 by Reuben Mattus in his family's dairy, Häagen-Dazs is the original super premium ice cream. True to tradition, Häagen-Dazs is committed to using only all-natural ingredients in crafting the world's finest ice cream. Truly made like no other, today Häagen-Dazs ice cream offers a full range of products from ice cream to sorbet, frozen yogurt and frozen snacks in more than 65 flavors. Häagen-Dazs products are available around the globe for ice cream lovers to enjoy. For more information, please visit [www.Häagen-Dazs.com](http://www.Häagen-Dazs.com).

### **About Häagen-Dazs Shops**

The first Häagen-Dazs Shop was opened in Brooklyn, New York, in 1976. Today, there are 257 Häagen-Dazs Shops nationwide, Häagen-Dazs Shops in the United States are independently owned and operated by franchisees under licenses granted by The Häagen-Dazs Shoppe Company, Inc., headquartered in Minneapolis, Minnesota. For franchising information or to find a shop nearest you, visit [www.haagendazs.com/franchiseinfo](http://www.haagendazs.com/franchiseinfo), or call 1.800.793.6872.

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