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FOR IMMEDIATE RELEASE

WE'LL GET RIGHT TO THE POINT...MAKE MORE ROOM IN THE FREEZER!
Introducing New Low Fat Ice Cream Cone Sensations from THE SKINNY COW®

OAKLAND, Calif., – Ice-cream-loving fans across the continent will soon be m-o-o-ing over two new luxurious low fat ice cream cones from THE SKINNY COW that are so sensational, they just may put competing ice cream snacks “out to pasture.”

With just 150 calories and 3 grams of fat, the new Vanilla Caramel and Chocolate Fudge cones are the two latest additions to THE SKINNY COW product line. Creamy, rich and rewarding, they’re “big eats” without the “big regrets” of excess fat and calories found in conventional ice cream cones.

“THE SKINNY COW brand philosophy is simple. We’re all about ice cream snacks that have a decadent flavor and creamy mouth-feel – with none of the disappointing qualities of so many other reduced fat and low calorie ice cream products,” said Vicki Isip, senior brand manager of THE SKINNY COW. “The brand has been a long-time, secret treat of health-conscious people who believe that loving ice cream is an important part of living life,” added Isip.

The new cones join an extensive line-up of THE SKINNY COW freezer snacks, including 9 flavors of ice cream sandwiches and 4 bars catering to consumers’ low fat, fat-free and no sugar added needs. Unlike other “better for you” ice cream alternatives, THE SKINNY COW doesn’t skimp on flavor options and has become known for innovative frozen treats such as the Vanilla & Strawberry Sorbet Swirl Bar and the Chocolate Peanut Butter Ice Cream Sandwich. Get the Skinny™ on the new cones:

- **Chocolate with Fudge Low Fat Ice Cream Cone** – decadent low fat chocolate ice cream drizzled with rich fudge atop a deliciously crunchy sugar cone.
- **Vanilla and Caramel Low Fat Ice Cream Cone** – luscious low fat vanilla ice cream married with elegantly sweet ribbons of rich caramel on a deliciously crunchy sugar cone.

Besides delicious ice cream treats, fans of Skinny can sign up for her newsletter and download fun freebies, such as iron-ons for T-shirts featuring some of her favorite quips including: “Don’t put rich and skinny on a pedestal. Put them in your freezer.” and “All’s well that ends with dessert.”

The new low fat cones from THE SKINNY COW will be available beginning this month. For additional product or nutritional information, visit www.skinnycow.com.

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