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ALL WORK AND NO PLAY MAKES FOR A DULL WORKPLACE *Edy's Dibs is on A Quest to Find the Coolest Workplaces across the U.S.*

Oakland, CA (April 24, 2007) -- Over-worked and under stress? Many of us spend more than half our waking hours at work and too many of us have the same complaint: working just isn't fun. Yet, employee productivity is known to increase in work environments that value camaraderie, and where fun activities are liberally used to relieve stress and build loyalty. So what's an employee to do? Edy's® says -- Make your own fun!

The creative and fun people at *Edy's* who invented *Dibs*® bite-size ice cream snacks believe there are lots of things we can do to make our workplaces more fun and ourselves more productive. In fact, about one in four women (28%) said that a snack break would help them be more productive at work, and about a third (30%) of younger workers (18-34) say that ice cream would be their choice for a morale boosting snack.

Since everyone's not lucky enough to work at an ice cream company, *Edy's* has launched the *Dibs Quest for a Cooler Workplace™* contest to get people to share their ideas – big and small -- about how they are making their workplaces cooler. The *Dibs Quest for a Cooler Workplace* challenges employees and employers to step up and make a positive difference where they work.

And the reward? Three hundred fifty (350) lucky winners will sweeten up and cool down their office, job site or work location with free fully-stocked (and restocked) freezers of *Dibs* bite sized snacks for an entire month. These *Dibs* snack freezers will be delivered right to their work locations.

“For many, work is tough, stressful and unpleasant – something we do only to make a living. It’s time to make a change,” says Alexander Kjerulf, Chief Happiness Officer and author of Happy Hour Is 9 to 5. “Today, happiness at work is no longer a luxury – it’s essential.”

Start a mission to put the “cool” factor back into your workplace. Tell *Edy’s*, in 350 words or less, what you or your colleagues are doing to make your workplace cooler. Your entry can be serious, humorous or tongue-in-cheek. The *Dibs Quest for a Cooler Workplace* campaign will run from April 24 through August 5. To enter, visit www.dibs.com.

“At *Edy’s*, we have an “I can make a difference” culture, which encourages people to pursue their passions,” said Kerry Hopkins, Associate Brand Manager, *Dibs* brand. “We want to inspire the same fun and positive work environment in other workplaces ... and what better way to do that than with the promise of a *Dibs* ice cream snack break.”

About Dreyer’s Grand Ice Cream

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, *Slow Churned*[®], *Dibs*[®], *Häagen-Dazs*[®], *Nestlé Drumstick*[®], *Nestlé Crunch*[®], *Nestlé Butterfinger*[®], *Nestlé Toll House*[®], *Nestlé Carnation*[®], *Nestlé Push-Up*[®], *Frosty Paws*[®], Eskimo Pie[®], Chipwich[®], Fruit Bars, Starbucks[®] and *The Skinny Cow*[®]. The company’s premium products are marketed under the *Dreyer’s* brand name throughout the Western states and Texas, and under the *Edy’s*[®] brand 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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In the U.S. the Häagen-Dazs trademark is sub-licensed to Dreyer’s by Nestlé.

About the Survey

This survey was conducted online within the United States by Harris Interactive on behalf of Dreyer’s Grand Ice Cream, Inc. between February 5 and February 7, 2007 among 2,585 U.S. adults 18 years of age or older. Figures for region, age within gender, education, household income and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

With a pure probability sample of 2,585 adults one could say with a ninety-five percent probability that the overall results have a sampling error of +/- 3 percentage points. Sampling error for sub-samples is higher and varies. However that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.