



Prepared by: Dreyer's Grand Ice Cream, Inc. the makers of Nestlé Ice Cream
5929 College Avenue
Oakland, CA 94618

Contact: Kim Goeller-Johnson
510-601-4211
kagoelle@dreyers.com

NESTLÉ® DRUMSTICK® CONES HIT A HOME RUN WITH MINOR LEAGUE BASEBALL

Nestlé Drumstick cones are an Official MiLB Sponsor for 2008 Season

(OAKLAND, Calif., April 16, 2008) – America's pastime has new meaning to children and their families this season as **Nestlé Drumstick** ice cream cones, **The Original Sundae Cone®**, sponsor Minor League Baseball and bring a whole new level of family fun to MiLB games across the nation.

With a roster of family fun activities, **Nestlé Drumstick** ice cream cones will load the bases at scores of Minor League Baseball games by hosting **Nestlé Drumstick Family Days**. During these family-centric events, Drumstick will provide ticket discounts and activities for families, as well as visits from the **Nestlé Drumstick Family Days** tour, which is touring the nation in support of the MiLB sponsorship. At each of these tour stops, families will enjoy fun activities and will get their photos taken so they will always be able to remember the terrific time they had together. In addition to the **Nestlé Drumstick Family Days**, selected MiLB teams will also be hosting exciting birthday parties, which include ticket discounts, recognition by the team, special Nestlé Drumstick-branded birthday gifts and, of course, **Nestlé Drumstick** cones.

"We are excited to dish up a sweet part of Americana that families can slow down and enjoy together – **Nestlé Drumstick** ice cream cones and baseball," said John Harrison, Official Taster for **Nestlé Drumstick** cones. "Not only does Minor League Baseball give people the chance to see tomorrow's stars today, but it also provides a more affordable family option than a trip to a big league park."

Nestlé Drumstick cones are topping off this cool partnership by offering baseball fans an opportunity to get their own personalized version of authentic Topps®

baseball cards. Participants can order a free set of official Topps® personalized trading cards (shipping/handling charges will apply), with the purchase of two **Nestlé Drumstick** brand products. Participants simply visit www.drumstick.com/topps to create their own trading cards and turn their favorite youth player into a big-time baseball star.

Nestlé Drumstick ice cream cones are **The Original Sundae Cone** and an American icon – just like baseball. **The Original Sundae Cone** was invented in 1928 by the Parker Brothers and was made even better when they added chocolate coating topped with nuts. Today, the original **Nestlé Drumstick** cone has reinvented itself in a scrumptious and contemporary way for people who aren't fond of nuts – a **Simply Dipped** cone coated in chocolate, but sans the nuts.

For a complete line-up of **Nestlé Drumstick** Family Days with participating Minor League Baseball teams, visit www.drumstick.com. The 2008 Minor League Baseball teams sponsored by **Nestlé Drumstick** cones include: Arkansas Travelers, Augusta GreenJackets, Birmingham Barons, Boise Hawks, Bowie Baysox, Brooklyn Cyclones, Buffalo Bisons, Colorado Springs Sky Sox, Connecticut Defenders, Fort Wayne Wizards, Fresno Grizzlies, Greensboro Grasshoppers, Hickory Crawdads, Inland Empire 66ers of San Bernardino, Lake Elsinore Storm, Lehigh Valley IronPigs, Lexington Legends, Louisville Bats, Memphis Redbirds, Modesto Nuts, Norfolk Tides, Northwest Arkansas Naturals, Oklahoma RedHawks, Portland Beavers, Rancho Cucamonga Quakes, Sacramento River Cats, San Jose Giants, Stockton Ports, Tucson Sidewinders, and Wilmington Blue Rocks.

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®, 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 Dreyersinc.com.

The Starbucks trademark is owned by Starbucks U.S. Brands, LLC and is licensed to the Starbucks Ice Cream Partnership, a joint venture partnership between Dreyer's and Starbucks Holding Company. In the U.S. the Häagen-Dazs trademark is sub-licensed to Dreyer's by Nestlé. All other trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland.

#