



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

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

ESKIMO PIE® ANNOUNCES NEW SNACK SIZE FROZEN TREATS
*Favorite Candy Bars and Beloved Eskimo Pies Combined for
Ultimate Frozen Snack*

(OAKLAND, Calif., April XX, 2008) – Can't decide between your favorite candy bar or a scoop of ice cream? Now you don't have to! Two popular treats – candy and ice cream – are now available in a fun snack size ice cream bar. Introducing new **ESKIMO PIE® SNACKS**, the delicious, creamy goodness of ice cream with Nestlé's most popular new candy bars, **Nestlé Butterfinger® Crisp** and **Nestlé Crunch® Crisp**, and also available in **Vanilla** and **Chocolate**. These frozen bars not only combine the best of both worlds, but are the perfect size for an after school treat, a post-soccer game reward or any other snacking occasion.

Butterfinger Crisp ESKIMO PIE SNACKS are made with creamy Nestlé Butterfinger flavored ice cream and covered with crispy wafers in a chocolaty coating. The **Crunch Crisp ESKIMO PIE SNACKS** take the popular Nestlé Crunch Crisp flavored ice cream and covers the bars with crispy wafers in a chocolaty coating. There is also a **Vanilla/Chocolate** box of **ESKIMO PIE SNACKS** for those who still want the great snacking size but prefer more traditional flavors. Available in a choice of variety packs (**Butterfinger Crisp/Crunch Crisp** or **Vanilla/Chocolate**) and economically packaged with 12 bars per box, this cool new offering is available in grocery freezer aisles throughout the U.S.

“These days, Moms are not only the CEO of the family, but also the CFO (Chief Financial Officer). Minding the family's finances are a big part of her job and finding snacks that her kids love and won't waste is important,” said John Harrison, Official Taster for Eskimo Pie. “Moms know their kids love ice cream and candy, and now she can serve a frozen snack just the ‘right-size’ for her family.”

The new **ESKIMO PIE SNACK SIZE** bars are made with real milk, are fewer than 130 calories per bar and sell for a suggested retail price of \$3.99 per box. In addition to the **ESKIMO PIE™ SNACK SIZE** bars, Eskimo Pie is also debuting two regular size vanilla bar options – one with Dark Chocolate coating and one with a Nestlé Crunch coating – perfect for those “big kids” in the family. To find where these new products have recently been delivered in your neighborhood, simply visit the flavor finder at **Eskimopie.com**.

For more than 80 years, Eskimo Pie has delighted both candy bar and ice cream lovers with its simple combination of ice cream dipped in chocolate. Eskimo Pie was born when a boy in a candy store was unable to decide between spending his money on ice cream or a candy bar. The store’s owner decided that he would combine the two and began selling his invention under the name “I-Scream Bars.” A year later, in 1921, the name was changed to “Eskimo Pie.”

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.

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 sublicensed to Dreyer’s by Nestlé.

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