



### Press Contacts

Diane McIntyre, Dreyer's Grand Ice Cream  
510-601-4338  
[dmmcinty@dreyers.com](mailto:dmmcinty@dreyers.com)

Andrea MacLean MS&L  
415-293-2796  
[andrea.maclean@mslpr.com](mailto:andrea.maclean@mslpr.com)

## **WORKING 9 TO 5 JUST GOT COOLER FOR 350 WORKPLACES** *Dibs Quest for a Cooler Workplace Winners Announced*

Oakland, CA (October 23, 2007) – Here comes the ice cream truck! 350 workplaces will each be accepting delivery of a freezer packed full with ice cream snacks, their reward for fostering a positive and fun work environment.

Employees at *Dreyer's* have long held the belief that they work at one of America's coolest workplaces – not only because they get free ice cream – but also because of the recognition, celebration and just plain fun ingrained in the culture. They wanted to inspire others to boost the fun level in their own workplace and launched the *Dibs Quest for a Cooler Workplace™* campaign. The company challenged others to make a positive impact where they work for a chance to win a freezer full of *Dibs®* bite-sized ice cream snacks for an entire month!

The results are in: Nearly 8,000 offices, job sites and work locations from Honolulu to Chattanooga stepped up to the challenge and shared their ideas – big and small – about how they are making their workplace more enjoyable.

One entry that stood out came from the sassy librarians at Winthrop University in Rock Hill, SC. "...We're working to debunk the myth that librarians are just frumpy ladies that wear glasses and sweater sets with cats on them. My colleagues and I are known for our sense of style and are working to make the library a cool place to be. We want the students to know that librarians aren't just a bunch of bookworms and that learning can be cool..."

SnagAJob in Glen Allen, VA has done some great things to make their workplace a more fun place to be by adding TV's throughout the space, so people can keep up with the daily news, and holding after hour yoga and kickboxing classes, so employees can stay in shape. They also began hosting monthly socials and other morale boosting activities.

From household names to start-ups, companies touted what they've done to make their workplace cooler. The 350 winning workplaces have been selected and notified and ice cream delivery trucks are now on their way to deliver the sweet reward directly to their work locations.

"Dreyer's knows from experience that an occasional snack break can make a positive impact in the workplace," said Kerry Hopkins, associate brand manager, *Dibs* brand. "We received so many inspiring stories about how people are making a difference in their workplaces and are delighted to help create even more smiles in those workplaces.

For more information and a complete list of winners please visit [www.dibs.com](http://www.dibs.com).

#### **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*<sup>®</sup>, *Dibs*<sup>®</sup>, *Häagen-Dazs*<sup>®</sup>, *Nestlé Drumstick*<sup>®</sup>, *Nestlé Crunch*<sup>®</sup>, *Nestlé Butterfinger*<sup>®</sup>, *Nestlé Toll House*<sup>®</sup>, *Nestlé Carnation*<sup>®</sup>, *Nestlé Push-Up*<sup>®</sup>, *Frosty Paws*<sup>®</sup>, Eskimo Pie<sup>®</sup>, Chipwich<sup>®</sup>, Fruit Bars, Starbucks<sup>®</sup> and *The Skinny Cow*<sup>®</sup>. The company's premium products are marketed under the *Dreyer's* brand name throughout the Western states and Texas, and under the *Edy's*<sup>®</sup> 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](http://www.dreyersinc.com).

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