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***DREYER'S SLOW CHURNED® LIGHT ICE CREAM DEBUTS  
FIVE NEW "AMERICAN IDOL" FLAVORS***

***Two "American Idol" Season Six Finalists Will Tour 20 U.S. Cities This Spring***

OAKLAND, CALIF. (January 21, 2008) – Watch out "American Idol" fans! Five new contestants are taking the stage and vying to be America's favorite! *Dreyer's Slow Churned Light Ice Cream* is debuting its second season line-up of "American Idol" flavors. Ice cream lovers are urged to sample this year's hopefuls and cast a vote for their favorite flavor - offering a scoop of Hollywood fun for the entire family.

As "American Idol" begins its seventh season on January 15<sup>th</sup> and 16<sup>th</sup>, another tough competition will take place this season on freezer shelves everywhere. Will **Cheesecake Diva** command the spotlight? Or will **Most Orange-inal** rise to the top with its massive a-peel? Perhaps **Mint Karaoke Cookie** will make other flavors green with envy. But, don't rule out **Cookies N Dreamz**, which may sing its way into everyone's heart while the chart-topping **One Split Wonder** offers bananas and fruit swirl accolades.

In true "American Idol" fashion, these new flavors offer ice cream lovers a sweet opportunity to shine in the spotlight while dishing up their individual personalities:

**Cheesecake Diva** is sure to catch your eye with its creamy cheesecake light ice cream, decadent brownie bites and an entourage of fudge swirls.

**Cookies N Dreamz** is the stuff that dreams are made of, with down-home chocolate light ice cream filled with crunchy pieces of chocolate cookie..

**Mint Karaoke Cookie** is an undiscovered star who's ready for prime time – a lyrical mix of cool-headed mint light ice cream with a crescendo of chocolate cookies.

**Most Orange-inal** performs with genuine freshness and flair by blending creamy vanilla light ice cream with swirls of refreshing orange sorbet to create a sensational new beat.

**One Split Wonder** hits the stage with rich banana light ice cream swirling with fruit and gooey fudge.

(more)

Ice cream lovers and Idol fans can vote for their favorite flavors at **Slowchurned.com** until May 31<sup>st</sup>. The winning *Dreyer's Slow Churned American Idol* flavor will earn a permanent spot in the *Slow Churned* light ice cream line-up. Fans who cast a vote before April 29, 2008, will be entered for a chance to win a trip to the "American Idol" finale and other cool prizes.

To celebrate the new flavors, "American Idol" Season Six finalists Melinda Doolittle and Chris Richardson will be hitting the road on a 20-city U.S. tour to sample the flavors with fans and perform live, private living room concerts for one lucky winner during each of the tour stops which include Atlanta, GA; Bentonville, AK; Charlotte, NC; Cleveland, OH; Denver, CO; Detroit, MI; Hartford, CT; Houston, TX; Jacksonville, FL; Milwaukee, WI; Nashville, TN; Philadelphia, PA; Phoenix, AZ; Portland, OR; Sacramento, CA; San Diego, CA; Seattle, WA; St. Louis, MO; Tampa, FL; and Virginia Beach/Norfolk, VA. For more information on specific dates and appearances, please visit **SlowChurned.com**.

"Life after 'American Idol' has been awesome," said Chris Richardson. "I'll be traveling across the country this spring to enjoy *Dreyer's Slow Churned* light ice cream with fans. I'm really looking forward to performing live for the contest winners."

"I'm extremely grateful for the wonderful response from my fans since the show," said Melinda Doolittle. "I'm now working with Dreyer's to launch its five new *Slow Churned American Idol* flavors, and looking forward to meeting fans across America to celebrate with ice cream."

The limited edition "American Idol" flavors are available until September. To locate stores in your area that carry the flavors, visit Dreyer's Flavor Finder<sup>®</sup> at **Slowchurned.com**.

"Dreyer's is delighted to bring 'American Idol' excitement to the freezer aisle for another year. Like 'American Idol', *Slow Churned* light ice cream has taken the country by storm!" said Jessica Vasisht, Brand Manager for *Dreyer's Slow Churned light ice cream*. "What better time to enjoy a bowl of your favorite 'American Idol' flavor than while watching the latest episode of 'American Idol' with friends and family."

"This was an incredibly successful promotion last year, representing a very natural integration of the 'American Idol' brand," said James Ngo, director of consumer licensing, FremantleMedia Enterprises. "We can't wait to see what flavor the public chooses this year!"

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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).

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.

### **About FremantleMedia Enterprises & FremantleMedia**

FremantleMedia Enterprises is the content exploitation arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the largest international creators and producers of entertainment brands in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets. For further information, visit <http://www.fremantlemedia.com>.

### **About FremantleMedia North America**

FremantleMedia North America (FMNA) is the U.S. production division of global media giant FremantleMedia. Based in Burbank, California, FMNA produces entertaining and innovative television programs for network, cable and syndicated platforms, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "The Next Great American Band" (FOX), "America's Got Talent" (NBC), "American Inventor" (ABC), "Thank God You're Here" (NBC), "The Janice Dickinson Modeling Agency" (Oxygen), "Property Ladder" (TLC), "Family Feud" (syndicated), "Temptation" (syndicated), "Million Dollar Password" (CBS), and the longest-running game show in television history, "The Price Is Right" (CBS).

### **About American Idol**

AMERICAN IDOL is created and executive-produced by Simon Fuller, founder of 19 Entertainment, Ltd.; and executive-produced by Cecile Frot-Coutaz, CEO, FremantleMedia North America, Inc.; Nigel Lythgoe, President, 19 Television; and Ken Warwick, Executive Producer, FremantleMedia North America, Inc.

### **About 19 Entertainment**

19 Entertainment, Ltd., a wholly-owned subsidiary of CKX, Inc. (NASDAQ: CKXE), was founded by Simon Fuller 21 years ago and acquired by CKX in March 2005. The company is recognized as a leading creator, provider and promoter of globally successful, music-based entertainment, or "Entertainment Brands."

Simon Fuller, who serves as Chief Executive Officer of 19 Entertainment, is the creator of AMERICAN IDOL in the United States, "Pop Idol" in the UK, as well as versions of the IDOL format in more than 30 countries around the world. Fuller is also the co-creator of SO YOU THINK YOU CAN DANCE, which aired in the U.S. on FOX during summer 2005 and was the top-rated television show in its time slot.

Fuller has made music history in the UK and the U.S.A., producing a stream of No.1 hits and managing multi-platinum-selling acts. Fuller recently became the world's most successful manager – breaking a record set by the Beatles' manager Brian Epstein in the 1960s – when three of his artists occupied the No. 1, No. 2 and No. 3 positions on the U.S. single chart as well as the No. 1 position on the album chart.

19 Entertainment has been involved in the creation of 109 No. 1 singles and 87 No. 1 albums in the UK alone, with an impressive tally of 296 Top-40 albums and 465 Top-40 singles.