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NESTLÉ® DRUMSTICK® IS SIMPLY ... DIPPED
Nestlé Scoops Up America's Favorite Treat, but Holds the Nuts

(OAKLAND, Calif., June 5, 2007) – It's simply delicious, delectable, delightful... and **Simply Dipped™** ice cream cones! The traditional Nestlé® **Drumstick®** ice cream cone that has been America's favorite frozen treat since its introduction in 1928, has reinvented itself in a scrumptious and contemporary way – a **Simply Dipped** cone in chocolate, but sans the nuts! If you long for a **Nestlé Drumstick** ice cream cone, but have had to beg off in the past because of the nuts, now you can have your cone and eat it too.

Nestlé® Drumstick® Simply Dipped™ cones feature creamy ice cream dipped in an extra thick chocolatey coating in a rich chocolatey lined crispy sugar cone with a chocolatey surprise. A **Nestlé Drumstick** ice cream cone is much more than just an ordinary ice cream cone – it is the **Original Sundae Cone®** and was created in 1928 by the Parker Brothers (Bruce and twins I.C. and J.T. "Stubby" Parker). The brothers took this great invention even further by adding chocolate coating topped with nuts. One of the brother's wives said it looked like a fried chicken leg, thus the "Drumstick" ice cream novelty was born.

Nestlé Simple Dipped ice cream cones come in five delicious varieties: Vanilla, Cookies & Cream, Mint Cookie Crunch, Vanilla with Fudge and Mint. **Nestlé Drumstick Simply Dipped** ice cream cones have a suggested retail price of \$3.99 for a four-count package and \$6.49 for an eight count variety pack. The classic **Nestlé Drumstick** ice cream cone with nuts is also available at all major grocery stores.

“**Nestlé Drumstick** ice cream cones are such a popular ice cream treat, but we found that some ice cream lovers wouldn’t purchase products that contained nuts, so we created **Simply Dipped** ice cream cones,” said John Harrison, Official Taste Taster. “An added benefit of removing the nuts is the extra thick chocolatey coating – a delicious bonus for those chocolate and vanilla ice cream purists.”

And be sure to visit Drumstick.com and explore the endless summer fun of Drumstick Summerville – flavor news, a cool Louisville Slugger baseball bat promotion, upcoming events and more!

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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