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***Dreyer's Slow Churned® Has the Scoop on Building "Block Buddies" Across the U.S.
Leading Ice Cream Company Will Deliver Ice Cream to 1,500 Neighborhoods This Summer***

OAKLAND, Calif., March 15, 2006 – From city slickers and country dwellers, to soccer moms and empty nesters, today's communities are a rich blend of individuals and families with different interests and varying priorities. For some neighbors, a fence may be all they share. With shrinking plots of common ground, it's no wonder some neighbors today feel they lack a sense of community. Last summer, Dreyer's was successful in bringing out the inner "Block Buddy" in more than 150,000 neighbors across the country, with the help of a summertime treat everyone can agree upon – ice cream!

What's more, Dreyer's is ready to do it again and is kicking-off of its second annual Dreyer's Slow Churned Neighborhood SaluteSM – a national program that rewards 1,500 neighborhoods across America an old-fashioned "ice cream social."

When it comes to neighborly relations, we tend to fall into one of three distinct groups, according to a recent survey* commissioned by Dreyer's. Most Americans (47 percent) identify themselves as "**Happy Nesters**" who enjoy privacy and appreciate a quiet day in the comfort of their own home; only 36 percent are "**Fun Finders**" who are socially motivated, active and excited to join the fun; the rest are "**Activity Seekers**" who enjoy socializing, but generally do not take much initiative to plan activities.

"It is clear that a majority of Americans could benefit from a little kick start in building their neighborhood relationships," said John Harrison, official taster for Dreyer's Ice Cream. "Last year we invited neighbors to slow down and get to know one another over a scoop of our Slow Churned® Light Ice Cream. We are delighted to dish up fun and ice cream for another 1,500 block parties this summer."

Across all categories, the survey revealed almost half of today's neighbors feel they do not know each other as well as their parents knew their neighbors. To help strengthen neighborhood bonds, encourage more neighbors to connect with the people across the street and to bring out the "Block Buddy" in everyone, Dreyer's will dish up more than 150,000 scoops of ice cream in neighborhoods across America.

Ice cream lovers are invited to nominate their neighborhoods for a chance to win a doorstep delivery of 12 cartons of Dreyer's Slow Churned in a variety of flavors, including new Raspberry Chip Royale and Peanut Butter Cup. The secret behind this great tasting ice cream is that it is made using the same quality ingredients, but with a proprietary process that takes more time, making each spoonful incredibly rich and creamy. And with half the fat and 30 percent fewer calories than regular ice cream, Dreyer's Slow Churned gives neighbors even more reason to celebrate. The party comes complete with a "Party in a Box" that includes napkins, spoons, scoops, cups, bowls and other supplies for hosting a friendly gathering for up to 100 neighbors.

More About Dreyer's Slow Churned Neighborhood Salute Contest:

Visit www.IceCream.com beginning March 15, 2006, and submit a paragraph (350 words or less) explaining why your neighborhood deserves a "Dreyer's Slow Churned Neighborhood Salute." Contestants must be residents of the United States and at least 13 years of age as of March 15, 2006. Official contest rules and entry forms will be available on www.IceCream.com beginning March 15, 2006. All entries must be received by May 26, 2006. Dreyer's will notify the winners in June and will salute each of the 1,500 winning neighborhoods with a Dreyer's Slow Churned prize package during July and August.

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®, Häagen-Dazs®, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Toll House®, Carnation®, Dibs®, Push-Up®, Frosty Paws®, 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. All other trademarks and trade names are licensed to Dreyer's by Nestlé.

* Survey was conducted by ORC. For a complete version of survey responses, please E-mail sarah.plamondon@ketchum.com.

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