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**NESTLÉ ICE CREAM LAUNCHES NATIONWIDE SEARCH FOR "TASTEFUL" KIDS
10 Pint-Sized Inventors Will Tempt Their Taste Buds
in Nestlé's Top Secret Flavor Lab**

OAKLAND, Calif., (March 27, 2006) — To celebrate the cool science behind flavor innovation, Nestlé Ice Cream is inviting kids across the nation to try out for a chance to "Be a Flavorologist" for a day. The company will reward ten of the most "flavorful" kids in the U.S.A. with an all-expenses paid trip to visit the top secret flavor lab (closed to the public!) at the Nestlé Ice Cream factory in Southern California where they will sample one of the tastiest jobs in America. In addition to a behind-the-scenes tour, each child will have an opportunity to learn the fun science behind frozen pops, put their taste buds to the test on a variety of outlandish flavors (including green pickle and macaroni and cheese!) and sample their very own flavor creations.

How often do a tasteful personality and a desire to create a one-of-a-kind frozen pop land you a dream job? Fortunately, Nestlé Ice Cream is looking for kids who have these or similar sweet credentials to learn the tricks-of-the-trade from the Nestlé flavor team.

"We are delighted to offer pint-sized inventors a unique opportunity to dream up their own frozen pop creations," said John Harrison, Official Taster for Nestlé Ice Cream. "The frozen pop was actually invented in 1905 by an 11 year old boy so we are looking forward to seeing what kids come up with in 2006."

Beginning April 3, 2006, kids are invited to try out for their chance to "Be a Flavorologist" for a day by 1) submitting their idea for the world's coolest frozen pop (including a clever name, an interesting shape and a unique flavor description) and 2) a "flavorful" resume explaining why they are qualified for the position. Contestants must be residents of the United States and between the ages of 6-12. Kids can enter at www.IceCream.com or by sending their submission to: Flavorologist for a Day, Nestlé Ice Cream, 5929 College Avenue, Oakland, CA 94618. All entries must be postmarked by July 28, 2006.

Ten winners will be selected (based on the creativity, originality, enthusiasm and appeal of their entries) and notified the week of August 21, 2006. In October 2006, each winner (and up to three family members) will be invited on an all-expenses paid trip to the Nestlé Ice Cream Factory in Bakersfield, California to try their hands (and taste buds!) at being a flavorologist for a day. Each pint-sized Flavorologist will also receive a \$1000 U.S. Savings Bond and a year's supply of Nestlé frozen snacks, as well as a special batch of their winning frozen pop creation.

Last year's (2005) winning flavors were:

PB&J POP - (Emma B., 10 years old, Martinez, GA)

HIP HOP BUTTERSCOTCH (Dylan R., 11 years old, Woodbury, CT)

CHERRY CHERRY BANG BANG (Brian H., 8 years old, Jackson, NJ)

BLUEBERRY SYRUP BREAKFAST WAFFLE (Raymond D., 11 years old, Monroe, MI)

STOP POP - (Haley H., 8 years old, Thousand Oaks, CA)

CARAMEL APPLE CARNIVAL POP (Rhiannon T., 10 years old, Abbeville, SC)

BANANA SPLIT ON A STICK (Shannon L., 10 years old, Cypress, TX)

SPARKLING JEWELS POP (Hailey M., Coeur d'Alene, ID, 7 years old)

FRUIT CONFUSION (Amber B., 12 years old, Silvis, IL)

STRAWBERRY LIME SLIME (Ivanna S., 7 years old, Greenland, NH).

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