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DREYER'S SALUTES 1,500 NEIGHBORHOODS WITH 4TH ANNUAL SUMMERTIME ICE CREAM SOCIALS

OAKLAND, Calif. (March 3, 2008) – How would you describe your neighborhood? Is it a cul-de-sac with white picket fences? A high-rise in the heart of the city? No matter where you live, Dreyer's Grand Ice Cream is dishing up a sweet opportunity to celebrate and strengthen community bonds. For the fourth consecutive year, Dreyer's will award 1,500 deserving neighborhoods with a *Dreyer's Slow Churned Neighborhood Salute*SM – a free, old-fashioned ice cream social. Ice cream fans can simply visit SlowChurned.com for a chance to scoop up a doorstep delivery of ice cream and all the fixings (scoops, invitations, nametags and more) to host a block party for up to 100 neighbors this summer.

Dreyer's Slow Churned Neighborhood Salute provides a catalyst for neighbors to get to know each other and strengthen the relationships that lead to stronger communities. Dreyer's believes ice cream can serve as a sweet social connection that breaks the ice, sparks camaraderie and encourages neighbors to bond over scoops of their favorite flavor. Since the *Slow Churned Neighborhood Salute* program debuted in 2005, Dreyer's has delivered ice cream socials to 4,500 neighborhoods and their 450,000 residents.

The joy of the Neighborhood Salute is best described by the neighbors themselves. Previous winners have said:

- “I think it's a great idea that brings neighbors back together in an age where no one knows who their neighbors are anymore. It had been 16 years since this neighborhood had a block party and I feel blessed to have been a part in bringing it back. We're going to make it an annual event.” — Donna S., Fairfield, Ohio
- “I really loved how [the Slow Churned Neighborhood Salute] drew so many diverse people from our neighborhood: families with children, grandparents, professors and students. Everyone was mingling and getting to know one another, and the kids were having a wonderful time playing tag and hula hoops and sliding down the hill next door” — Kathy O., Saint Paul, Minnesota
- “It was great getting to meet new faces and everyone was so happy and seemed stress-free (apparently free ice cream does that to people around here!). It's been nice being able to wave and smile at neighbors now that we've gotten to know each other.” — Angelique M., Antelope, California

- “Everyone was so excited to get together and meet our new neighbors who moved in during the cold winter months. It was really nice to take the time to talk to and get to know our neighbors rather than just waving to each other from our cars” — Carol H., Dilllon, Colorado

“We’ve heard from thousands of winning neighbors throughout the past three years. They have shared incredibly heartfelt stories about how their parties have brought their communities closer together,” said John Harrison, Official Taster for Dreyer’s Grand Ice Cream. “We’re happy to give people of all ages a fun way to get to know each other better!”

Ice cream lovers are invited to nominate their neighborhoods to win a doorstep delivery of 12 cartons of *Dreyer’s Slow Churned*[®] light ice cream in a variety of flavors (including the *Dreyer’s American Idol Limited Edition* flavors), in addition to four boxes of *Slow Churned Light Ice Cream Bars*. With half the fat and 30 percent fewer calories than regular ice cream, *Dreyer’s Slow Churned* light ice cream gives neighbors even more reason to celebrate. Each Neighborhood Salute party comes complete with a “Party in a Box” which includes napkins, spoons, scoops, cups, bowls, a yard sign and other supplies to host an ice cream gathering for up to 100 neighbors.

More about Dreyer’s Slow Churned Neighborhood Salute Contest:

Visit SlowChurned.com beginning March 11, 2008, and submit a paragraph (350 words or less) explaining why your neighborhood deserves a *Dreyer’s Slow Churned Neighborhood Salute*. The *Slow Churned Neighborhood Salute* website will also be available in a Spanish language version via a direct link on the *Slow Churned Neighborhood Salute* web page. Contestants must be legal residents of the United States and at least 13 years of age as of March 11, 2008. Official contest rules and entry forms will be available on SlowChurned.com beginning March 11, 2008. All entries must be received by May 30, 2008. Dreyer’s will notify the winners in June and will salute each of the 1,500 winning neighborhoods with a *Dreyer’s Slow Churned* light ice cream prize package during July, August and September.

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.

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.