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**DREYER'S DISHES UP "LOADED"**  
*Excitement of Scoop Shop Debuts In Your Home Freezer*

(OAKLAND, Calif., May 1, 2007) – Mix-ins with your favorite frozen treat are hot! Whether it's Nestlé® Butterfinger® candy bars, peanut butter cups, fudge brownies, cookies or Nestlé® Toll House® chocolate chip cookie dough, these favorites are great cold, or better yet, frozen and mixed into a cool and creamy treat. Rich and creamy and *loaded* with a variety of popular chunky mix-ins, Dreyer's is introducing **LOADED**, an exciting new product that combines the best of both worlds – fun scoop shop mix-ins with a tasty frozen dairy dessert. And the cherry on top, you can scoop it up in the convenience of your own home.

Five new flavors will be dished up in grocery freezers this month and include big dipper favorites *Nestlé® Butterfinger®, Nestlé® Toll House® Chocolate Chip Cookie Dough, Cookies and Cream, Chocolate Fudge Brownie* and *Chocolate Peanut Butter Cup*. These five flavor combinations have 20 percent more mix-ins than regular ice cream, offering more fun in every bite!

"The trend toward mix-ins in frozen dairy desserts has been the coolest thing these past couple years, with the popularity of scoop shops adding mix-ins right in the store," said John Harrison, Official Taster for Dreyer's Grand Ice Cream. "Now with Dreyer's **LOADED**, frozen dairy dessert fans can have the scoop shop experience with

the super indulgent taste and texture of candy and cookie mix-ins, but enjoy it in their own home.”

Dreyer’s has spent the past six years developing and perfecting **LOADED**. Its soft and creamy texture provides an indulgent eating experience with significantly more mix-ins -- 20 percent more -- than regular ice cream. In order to keep it soft and creamy, Dreyer’s uses a unique mixing process that incorporates more air into the product and enables **LOADED** to stay smooth, creamy and cold right out of the home freezer – a true moment of happiness frozen in time!

**LOADED** has a suggested retail price of \$5.99. To find out where **LOADED** has recently been delivered in your neighborhood, visit Dreyer’s unique Flavor Finder® at [www.Dreyers.com](http://www.Dreyers.com).

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](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 Haagen-Dazs trademark is sub-licensed to Dreyer’s by Nestlé.

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