



## FOR IMMEDIATE RELEASE

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### **How Well Do You Know Your Neighbors? Serve Up Some Cul De Sac Camaraderie This Summer Dreyer's Invites Neighbors to Bond Over Sweet Scoops of Slow Churned® Light Ice Cream**

OAKLAND, Calif. (May 15, 2007) – Hosting one of 1,500 free ice cream block parties, courtesy of *Dreyer's Slow Churned Light Ice Cream*, might be the coolest thing you do all summer. With three weeks left to enter the third annual *Dreyer's Slow Churned Neighborhood Salute<sup>SM</sup>*, ice cream fans nationwide have a sweet opportunity to get to know their neighbors better over a scoop of ice cream. Each prize package includes a doorstep delivery of *Dreyer's Slow Churned* and party supplies for up to 100 guests. Interested neighbors simply visit [www.IceCream.com](http://www.IceCream.com) by May 25, 2007, to nominate their blocks.

As part of the nomination process, entrants are invited to describe their current relationships with their next door neighbors. Although several party hopefuls describe those relationships as friendly, many entrants admit that they know their neighbors less well than their parents knew theirs.

"When people know their neighbors, they create a new network of support and friendship – all within walking distance!" said John Harrison, Official Taster for Dreyer's Grand Ice Cream. "Breaking the ice over scoops of Dreyer's Slow Churned is a fun way to build neighborhood ties."

#### **How to enter Dreyer's Slow Churned Neighborhood Salute:**

Visit [www.IceCream.com](http://www.IceCream.com) 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 14, 2007. Official contest rules and entry forms are available on [www.IceCream.com](http://www.IceCream.com). All entries must be received by May 25, 2007. Dreyer's will notify the winners in June and will salute each of the 1,500 winning neighborhoods with an ice cream prize package including a doorstep delivery of 12 cartons of *Dreyer's Slow Churned Light Ice Cream* in a variety of flavors and a "Party in a Box" packed with party essentials (ice cream bowls, spoons, scoops, party invitations, nametags, etc.) to host up to 100 neighborhood guests.

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 Häagen-Dazs trademark is sub-licensed to Dreyer's by Nestlé.

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