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**Häagen-Dazs® Ice Cream Shops to Give Away Free Cones for First New Flavor Day**  
*Try a New Flavor May 15 for Free!*

Oakland, Calif. (May 15, 2007) – Ice cream aficionados can get their ice cream fix for free on Tuesday, May 15, 2007, thanks to Häagen-Dazs ice cream’s first New Flavor Day free cone event. Samples of new flavors of the world’s finest, most indulgent ice cream – Häagen-Dazs Cinnamon Dulce de Leche and Häagen-Dazs Sticky Toffee Pudding – will be served at any participating Häagen-Dazs shop from 4:00-8:00 p.m.

“When people treat themselves to an ice cream, many stick to old favorites, like chocolate and vanilla,” said Josh Gellert, Brand Manager for Häagen-Dazs. “While we admire the “flavor loyalists” who clearly know what they like, Häagen-Dazs New Flavor Day gives customers an opportunity to venture beyond their usual choices and try one of our newest flavors – maybe they’ll find they have a new favorite!”

Free cones will feature one of the two newest Häagen-Dazs flavors. Häagen-Dazs Cinnamon Dulce de Leche ice cream is a unique twist on the original flavor with the same creamy blend of sweet caramel ice cream and luscious ribbons of golden caramel, but with a sassy hint of cinnamon spice. First to bring Dulce de Leche ice cream to the public, Häagen-Dazs is celebrating the ten-year anniversary of one its best-selling flavors with this spicy new flavor. Häagen-Dazs Sticky Toffee Pudding, a mix of creamy vanilla ice cream, chunks of moist, brown sugary cake and swirls of gooey toffee sauce, was created after a well-loved British dessert. This flavor was the winner of a recent Scoop Flavor Search contest, Judiaann Woo (New York, New York), the creator.

To find a Häagen-Dazs Shop near you, visit [www.Häagen-Dazs.com](http://www.Häagen-Dazs.com). Both Cinnamon Dulce de Leche and Sticky Toffee Pudding ice creams are available nationwide for a suggested retail price of \$3.69 for a 16-ounce container.

### **About Häagen-Dazs**

Crafted in 1961 by Reuben Mattus in his family's dairy, Häagen-Dazs is the original superpremium ice cream. True to its tradition, Häagen-Dazs is committed to using only the purest ingredients in crafting the world's finest ice cream. Truly made like no other, today Häagen-Dazs offers a full range of products from ice cream to sorbet, frozen yogurt and frozen snacks in more than 65 different flavors. Häagen-Dazs products are available around the globe for ice cream lovers to enjoy. For more information on the company, visit [www.Häagen-Dazs.com](http://www.Häagen-Dazs.com).

### **About Häagen-Dazs Shops**

The first Häagen-Dazs Shop was opened in Brooklyn, New York, in 1976. In 235 Häagen-Dazs Shops nationwide, Dazzler frozen desserts are a triple thrill. Each one has three scoops of rich, creamy Häagen-Dazs ice cream, plus three layers of scrumptious toppings. Today Häagen-Dazs Shops are independently owned and operated by franchisees under licenses granted by The Häagen-Dazs Shoppe Company, Inc., headquartered in Minneapolis, Minnesota. For franchising information or to find a shop nearest you, visit [www.Häagen-Dazs.com](http://www.Häagen-Dazs.com), or call 1.800.793.6872.

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