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For Immediate Release

DREYER'S INTRODUCES FIVE NEW DIBS ICE CREAM SNACK FLAVORS
Ice Cream Treat Wins Awards for Convenience

OAKLAND, (Calif., May 16, 2006) – How does Dreyer's Grand Ice Cream keep its Official Ice Cream Taster on his toes? Easy – the Company introduces a new ice cream treat that you can eat any way, anywhere, any time!

Dibs® chocolate-coated bites of ice cream are the newest sensation to hit the ice cream aisle. Dreyer's has created five new flavors to join the original five introduced last June. John Harrison, Dreyer's Official Ice Cream Taster, has been working his taste buds overtime to keep up with the new flavor introduction of *Caramel, Cookies 'n Cream, Peanut Butter, Strawberry* and *Toffee Almond*.

While tasting *Dibs* ice cream bites doesn't require Harrison's regular tool, his trademark gold spoon, he checks for flavor, sweetness, creaminess, balance of ingredients and overall quality issues by tossing, munching and, yes, even chugging them.

"Sometimes it's the little things in life that really give us pleasure," noted Harrison. "*Dibs* snacks help satisfy the craving for something sweet, yet provide portion control and on-the-go convenience, any time, anywhere, all in one bite."

Dibs ice cream snacks are so unique and delicious that they were awarded the "Best New Product of 2005" by several top industry publications – *Frozen Food Age* (September 2005), *Dairy Foods* (November 2005), and *Food Technology News* (November 2005). Supermarket News just announced that the tasty treats scooped up its "Best New Product of 2006" award as well.

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To learn more about why people love their *Dibs* snacks so much, Dreyer's polled customers throughout the month of April and found that *Dibs* ice cream bites are provoking some unusual behaviors – 27 percent of those polled admitted to hiding their *Dibs* treats – mostly from their own children. And a unanimous 100 percent of respondents who are parents use *Dibs* snacks to bribe their children (to do their homework, clean their room or be nice to a sibling!). The convenience of being able to eat *Dibs* ice cream bites at any time, anywhere and any way, and being able to eat just a few at a time, were high on list of priorities for *Dibs* ice cream treat lovers.

The most popular time of day or night to indulge in *Dibs* snacks is in the evening (49 percent), while 35 percent of respondents said they get their afternoon pick-me-up by eating a few *Dibs* ice cream bites. Twelve percent of respondents confided that they enjoy their *Dibs* ice cream all day long. Those with teenagers in the house noted that 75 percent of teens gravitate toward *Dibs* frozen treats rather than take the time to scoop their own bowl of ice cream. And who are the coolest *Dibs* ice cream bite lovers around? Married women, ages 55 and older, and those in the 25-40 age range admitted to loving their *Dibs* treats the most out of anyone in their family.

The family-size carton has 60 pieces and is available nationally in all ten flavors at supermarkets for \$3.99. The single serve container holds 26 pieces and fits in a car cup holder. These on-the-go single-serve *Dibs* snacks come in three flavors in convenience stores nationally for \$1.75.

Dibs ice cream treats are available in a total of ten delicious flavors:

1. ***Caramel* New!**
2. ***Cookies 'n Cream* New!**
3. ***Peanut Butter* New!**
4. ***Strawberry* New!**
5. ***Toffee Almond* New!**
6. ***Chocolate***
7. ***Mint***
8. ***Vanilla***
9. ***Vanilla with NESTLE CRUNCH® Coating***
10. ***Vanilla with NESTLE® DRUMSTICK® Coating***

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*®, *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.

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