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'TIS THE SEASON TO SCOOP UP DELICIOUS FESTIVE FLAVORS FROM DREYER'S
Dreyer's Limited Edition Fun Flavors Are the Perfect Addition to Any Holiday Fare

OAKLAND, CALIF. (October 15, 2007) - Soon, it will be that time of year again for families and friends to busy themselves with holiday celebrations. Whether gathering around the dinner table to give thanks, hosting a cookie swap or ringing in the New Year, Dreyer's Grand Ice Cream offers the perfect addition to any holiday occasion. Jingle bells will ring a warm welcome for Dreyer's Limited Edition Fun Flavors Frozen Dairy Dessert including Apple Pie, Eggnog, Gingerbread Man, Peppermint and Pumpkin Pie.

"The holiday season is a joyous time of year and Dreyer's Limited Edition Fun Flavor products make celebrating with family and friends that much sweeter," said John Harrison, Official Taster for Dreyer's. "One of my favorite holiday dessert traditions is homemade pumpkin pie. Pairing it with a scoop of Gingerbread Man makes the perfect treat."

After a long day of shopping for the perfect gift or sprucing up the house for out-of-town guests, no one should have to fret over what to serve for dessert. Dreyer's festive holiday flavors are easy solutions sure to please any sweet tooth. They are great to enjoy on their own but are even better in a tasty dessert. For quick and easy holiday recipes such as Peppermint Holiday Pops or Eggnog Snowmen visit www.Dreyers.com.

For dessert fanatics who want to be nicer and less naughty to their waistlines Dreyer's is also offering three Slow Churned® Light Ice Cream Holiday Flavors in Eggnog, Peppermint and Pumpkin Pie. With one-third fewer calories and half the fat, these rich and creamy flavors are sure to please even the youngest sugarplum in the family.

Dreyer's holiday flavors are available in 1.75 quart cartons, retail for \$5.99 and will debut in local grocery freezer aisles nationwide October 1, 2007. To find out where Dreyer's festive holiday products have recently been delivered in your neighborhood, please visit Dreyer's unique Flavor Finder® at www.Dreyers.com. But hurry, because these popular flavors will disappear faster than a snowman in Florida.

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.

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