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**KIDS ACROSS THE NATION DREAM UP FLAVORFUL IDEAS FOR THE WORLD'S
COOLEST FROZEN POP**
**10 Pint-Sized Flavorologists Will Put Their Flavors to the Test in Nestlé Ice Cream's
Top Secret Lab**

OAKLAND, Calif., (September 6, 2006) — Earlier this year, Nestlé® Ice Cream invited kids throughout the U.S. to try out for a chance to be a “Frozen Pop Flavorologist” by dreaming up new ideas for the world’s coolest frozen pop. After considering more than 8,000 unique submissions, a panel of Nestlé ice cream judges has selected the ten most creative flavors. This October, the winning flavorologists will enjoy an all-expenses paid trip to visit the top secret flavor lab (closed to the public!) at the Nestlé ice cream factory in Southern California where they will sample one of the tastiest jobs in America. In addition to a behind-the-scenes tour, each child will have an opportunity to learn the cool science behind frozen pops, put their taste buds to the test on a variety of outlandish frozen pop flavors currently in “development” (including a spaghetti and meatballs frozen pop!) and sample the ten winning flavor creations.

Nestlé ice cream's team of top flavorologists is putting in extra hours at the flavor lab to produce a special batch of each winning flavor just in time for the October event. Each child will take a lick at the following kid-friendly inventions:

BANANASAUROUS REX BLAST (Nicholas M., 7 years old, Roselle Park, NJ) - Are you a frozen-pop-ivore? You will be. This creamy banana pop is covered in a chocolate shell and dusted with cherry pop rocks for a dino-blast of flavor in every bite.

NOT JUST A NUTTER POP (Bradley R, 10 years old, Claverack, NY) - Here's one nutty idea: a frozen pop made with twirled peanut butter and marshmallow then covered with chocolate and rolled in peanuts. There's nuttin' like it.

BEE STING (Bradley S., 11 years old, Penfield, NY) - Here's the Bee Sting buzz: a swirl of two different flavors—sweet honey and sour lemon. Will you taste sweet honey or will your tongue get stung by super sour lemon? Every lick is a surprise.

PINK PRINCESS FLUFF (Abri-Elle P., 7 years old, Lawrenceville, GA) - Let them eat frozen pops. You'll feel like royalty each time you bite into this pop's rich strawberry flavor, whipped cream and fanciful sparkles. It's better than having your own tiara.

VERY CHERRY SODA FLOAT (William B., 12 years old, Tucson, AZ) - If the super taste of cherry is what floats your boat then set sail with this frozen pop treat. Made with cherry soda, vanilla and bits of real cherry...it's a wave of cherry-licious flavor.

LEMON MERINGUE O TANG (Steven S., 10 years old, Lebanon, TN) - You'll go ape for the wild taste of this frozen pop. Yellow like a lemon meringue pie with bits of pie crust, it has a super tangy flavor that'll have you swinging from the rafters.

KETTLE CORN POP (Rachael S., 8 years old, New York, NY) - Forget the greasy bucket of popcorn. Enjoy a special treat that will make your taste buds pop with excitement. Inside is a mystery mix of yellowy goodness that tastes buttery, salty and sweet...outside is a thick layer of brown caramel.

PIZZA POP (Bradley H., 10 years old, Denham Springs, LA) - Want a treat that delivers? This pepperoni and cheese-flavored frozen pop combines your favorite meal with your favorite dessert. Have your friends over for a Pizza Pop Party.

SNICKERDOODLE DANDY (Alexis B., 7 years old, Virginia Beach, VA) - Uncle Sam wants you...to enjoy the fun taste of this All-American creation. Made with creamy vanilla, bursts of swirled cinnamon and bits of homemade snickerdoodle, it's a star-spangled treat.

SUPER S'MORE ON A STICK (Hailey M., Arlington, TX, 8 years old) - You don't need to pitch a tent to enjoy this tasty treat. Inside you'll find marshmallow swirled in rich vanilla with graham cracker pieces. On the outside, rich, creamy chocolate. The super s'more is inside out!

"Our pint-sized flavorologists froze out the competition and licked the other contestants by coming up with a stellar combination of clever names and imaginative flavors," said John Harrison, Official Taster for **Nestlé** ice cream. "It will be a pleasure to tempt my million dollar taste buds on such a mouth-watering assortment of frozen pops this October."

In addition to creating one-of-a-kind frozen pops, each child will scoop up a \$1000 U.S. Savings Bond and a year's supply of **Nestlé** kids frozen snacks. They will also receive a special box of their winning frozen pops (made especially for them in the **Nestlé** flavor lab) to share with family and friends after the event.

Visit www.icecream.com for an inside scoop on each of the winning frozen pops!

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