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**MIKE MITCHELL NAMED PRESIDENT AND CEO
OF DREYER'S GRAND ICE CREAM**

(Oakland, CA, May 11, 2009) – Mike Mitchell, 49, has been appointed President and Chief Executive Officer of Dreyer's Grand Ice Cream, Inc. Mitchell joins Dreyer's from Nestlé USA and replaces retiring CEO Timothy F. Kahn. Dreyer's has been owned by Nestlé SA since 2006.

Prior to taking the top job at Dreyer's, Mitchell had been the President of Sales for Nestlé USA where he was responsible for all retail sales for supermarkets, mass merchandising, discounters, club stores, drug stores and military since 2002. Under his leadership, the Nestlé USA Sales team achieved seven consecutive years of exceeding sales growth targets.

Prior to that, Mitchell was President/General Manager of the Beverage Division of Nestlé USA, responsible for overseeing the entire beverage operation in the United States including the *Coffee-mate*®, *Nesquik*®, *Nescafe*®, and *Juicy Juice*® brands. Mitchell joined the Nestlé Beverage Division in 1991 as General Manager of Club, Drug and Mass Merchandising Sales. He was promoted to Divisional Vice President, Grocery Sales, for the Western United States, and then to Vice President and General Manager of Roast and Ground coffee, where he managed the marketing, promotions and manufacturing functions.

In 1995, Mitchell moved to Nestlé FoodServices as Senior Vice President, Sales. In 1998, he added marketing responsibilities to his role as Senior Vice President, Sales and Marketing, and then in 2000, he became Senior Vice President of Marketing to create a stronger focus on strategic development and long-term growth.

Mitchell is originally from San Bruno, California. He holds a bachelor's degree in marketing from the University of Notre Dame. His favorite ice cream flavor is coffee.

Dreyer's Grand Ice Cream, Inc. manufactures, markets and distributes a full spectrum of ice cream and frozen snacks. 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. Brands manufactured or distributed by Dreyer's in the United States include *Dreyer's/Edy's*® Grand, *Slow Churned*®, *Dibs*®, Loaded, MAXX, Fruit Bars, *Nestlé Crunch*®, *Drumstick*®, *Butterfinger*®, *Toll House*®, *Push-Up*®, *Delicias*, *Frosty Paws*®, *Eskimo Pie*®, *The Skinny Cow*® and *Häagen-Dazs*®. 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. Dreyer's Grand Ice Cream, Inc. is part of Nestlé USA, which is owned by Nestlé S.A. of Vevey, Switzerland the world's largest nutrition, health and wellness company. For more information on the company, please visit www.dreyersinc.com.

In the U.S. the Häagen-Dazs trademark is licensed to Nestlé by General Mills and sub-licensed to Dreyer's by Nestlé.

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