



Dreyer's Sets Date for Third Quarter Form 10-Q Filing and Financial Results Release

OAKLAND, Calif.--(BUSINESS WIRE)--Nov. 3, 2003--Dreyer's Grand Ice Cream Holdings, Inc. (Dreyer's Holdings) (NNM:DRYR), announced today that it intends to file its Quarterly Report on Form 10-Q for the quarter ended September 27, 2003 with the SEC on Wednesday, November 12, 2003. The company intends to release its third quarter financial results after the market closes on that same day.

Dreyer's Holdings intends to hold its quarterly conference call to discuss third quarter 2003 results on Thursday, November 13, 2003, at 10:30 a.m. Eastern Time (7:30 a.m. Pacific Time). The call will be webcast in its entirety from the Investor Relations section of www.dreyersinc.com. A replay of the call will be available from the audio archives at the same website location.

Dreyer's Holdings and its subsidiaries manufacture and distribute a full spectrum of ice cream and frozen dessert products. Brands of frozen dessert products currently manufactured and distributed by Dreyer's Holdings in the United States include Grand, Grand Light®, Häagen-Dazs®, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Baby Ruth®, Toll House®, Carnation®, Push-Up®, Dole®, Homemade®, Fruit Bars, Starbucks®, M&M/Mars and Healthy Choice®. The company's premium products are marketed under the Dreyer's brand name throughout the western states and Texas, and under the Edy's® 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 to the Caribbean and South America. For more information on the company, please visit www.dreyersinc.com.

Edy's, the Dreyer's and Edy's logo design, Grand Light, and Homemade, are all trademarks or trade names of Dreyer's Grand Ice Cream, Inc. The Nestlé and Häagen-Dazs trademarks are licensed to Dreyer's by Nestlé. All other trademarks and trade names are owned by their respective companies and licensed to Dreyer's.

Forward-Looking Statements

Certain statements contained in this press release, the forthcoming conference call, simultaneous webcast and audio replay are forward-looking statements made pursuant to the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks and uncertainties at the time such statements are made which may cause the company's actual actions or results to differ materially from those contained in the forward-looking statements. Specific factors that might cause such a difference include, but are not limited to, the following: the level of consumer spending for frozen dessert products; costs or difficulties related to the company's recent merger transaction, including the integration of its operating companies, divestiture of assets and compliance with the FTC's order; the company's ability to achieve efficiencies in its manufacturing and distribution operations without negatively affecting sales; the cost of energy and gasoline used in manufacturing and distribution; the cost of dairy raw materials and other commodities used in the company's products; the success of the company's marketing and promotion programs and competitors' responses; market conditions affecting the prices of the company's products; and responsiveness of both the trade and

consumers to the company's new products and marketing and promotional programs; and the costs associated with any litigation proceedings.

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