



Dreyer's Introduces Dibs™ - The Next Little Thing in Ice Cream™
Munchable, Poppable Ice Cream Snack Is Perfect Anytime and Anywhere

OAKLAND, Calif., May 23 /PRNewswire-FirstCall/ -- Pop 'em, toss 'em, munch 'em, chug 'em -- Dreyer's has done it again! The name Americans seek out first when it comes to ice cream has added something new to snacking -- Dreyer's Dibs™ ice cream treats, "The next little thing in ice cream™."

Dibs snacks are the perfect bite-sized ice cream. With no scoop or spoon required, this munchable, frozen delight will forever change the way ice cream is enjoyed. Portion control is easy too; Mom can easily grab two or three for her after dinner treat.

"We're creating the next trend in ice cream snacking," says Suzanne Saltzman, marketing manager for Dreyer's Dibs snacks. "We know today's mom craves convenience, less-mess, and portability. Dibs bites couple the convenience of portable snacks with the delight only ice cream offers, appealing to both kids and adults."

Dibs ice cream treats are available in five delicious Dreyer's flavors:

- Vanilla ice cream with Chocolate and Nestlé® Drumstick® cone coating
- Chocolate ice cream with Chocolate coating
- Mint ice cream with Chocolate coating
- Vanilla ice cream with Chocolate coating
- Vanilla ice cream with Chocolate and Nestlé Crunch® candy coating

The fire-engine red packaging greets consumers in the frozen snack aisle and features a removable, closeable lid -- perfect for grabbing one, two or a handful.

The family-size carton has 60 pieces and is available nationally in all five 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 Nestlé Crunch® and Vanilla flavors and are now available in convenience stores nationally for \$1.75.

Whether at home or on the move, Dreyer's Dibs ice cream bites are fun, tasty snacks that represent the latest innovation in ice cream.

About Dreyer's

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, Grand Light®, Slow Churned™ Light, Häagen-Dazs®, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Toll House®, Carnation®,

Push-Up®, Dole®, Homemade, Fruit Bars, Starbucks®, Skinny Cow®, Skinny Carb Bar™ 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 extends to the Caribbean and South America. For more information on the company, please visit www.dreyersinc.com.

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SOURCE Dreyer's Grand Ice Cream, Inc. 05/23/2005

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