



**Dreyer's Launches Dibs Across America Photo Scavenger Hunt Contest
10 Creative Photographers Have Winning Shot for Year's Supply of Ice Cream**

OAKLAND, Calif., July 5, 2005 /PRNewswire-FirstCall via COMTEX/ -- Pull out your cameras and take your best shot -- it's time to pop pictures of new Dreyer's Dibs -- The next little thing in ice cream™. Dreyer's Grand Ice Cream is challenging parents, kids and ice cream aficionados across America to capture the personality of Dreyer's Dibs™ bite-sized ice cream snacks by participating in a nationwide online photo scavenger hunt, Dibs Across America.

Whether you're munching, popping, playing or traveling with Dreyer's Dibs ice cream snacks, this photo scavenger hunt has a category for you. They include Dibs at Work, Dibs at Play, Dibs across the U.S.A., Dibs in Odd Places, Dibs at Home, Dibs Wherever You Roam, Dibs in the Game, Dibs on the Run, Dibs on Wheels and Dibs Having Fun.

From June 17 to August 26, people across the U.S. can point and shoot for a chance to win a year's supply (26 gift certificates valued at \$3.99 each, ARV \$103.74) of Dibs ice cream snacks. Each of the 10 Dibs Across America photo scavenger hunt categories will have a grand prize winner; and to sweeten the contest, the first 1,000 eligible entries will receive a free carton of Dreyer's Dibs treats.

"Dibs snacks will change the way people eat ice cream," says Suzanne Ginestro marketing manager for Dreyer's Dibs brand. "We want to capture the fun, quirky and convenient, family-friendly personality of these new poppable, munchable treats, and Dibs Across America gives us the perfect opportunity to inspire ice cream lovers everywhere."

Keep that camera close, because Dreyer's Dibs may roll into your hometown in the World's Littlest Ice Cream Truck on its trek across America. This is the perfect chance to snap that Dibs on Wheels shot next to this mini creation. Keep your eyes peeled and check out www.dreyers.com to find out which ten cities will get the lucky chance to see the most enviable ice cream truck around.

There are ten weeks to challenge thousands of creative minds; for more information and official Dibs Across America photo scavenger hunt rules visit www.dreyers.com.

About Dreyer's DIBS

Dreyer's Dibs family-size ice cream snacks 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.

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

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®, Häagen-Dazs® Light, Dibs™, 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.

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