



Frosty Paws® Frozen Treats for Dogs Keep Pooches Cool During Dog Days of Summer
Introducing New Peanut Butter Flavor

OAKLAND, Calif., Aug. 9 /PRNewswire-FirstCall/ -- The dog days of summer can make life miserable for both man and man's best friend. For many of us, a cool scoop of ice cream is a refreshing treat that helps beat the heat; we even give our pooch a lick or two to share the pleasure. Unfortunately, ice cream is not good for dogs because dairy products are often difficult for them to digest.

Dr. Ruth Daniels, Veterinarian with Canine Companions for Independence, points out that "most dogs cannot enjoy ice cream like people because they cannot tolerate lactose."

The solution is Frosty Paws® Frozen Treats for Dogs -- the latest in tail-wagging warm weather treats. Frosty Paws frozen treats are not ice cream, but your dog will think it is! Frosty Paws frozen treats were designed especially for dogs and are fortified with protein, vitamins and minerals that help dogs maintain good health. They have no added sodium, sugar, artificial flavors or artificial colors.

Pet lovers can fetch Frosty Paws Frozen Treats for Dogs in the new Peanut Butter flavor and the Original flavor when they shop for their own ice cream. Frosty Paws frozen treats are available in the ice cream section of most supermarkets and grocery stores. Both flavors are offered at a suggested retail price of \$3.59. One box of Frosty Paws Frozen Treats for Dogs contains four 3.5 fl. oz. cups. Just pop the treat out of the cup into the dog's bowl and watch the fun!

For more information about Frosty Paws frozen treats for dogs, visit the website at FrostyPawsTreats.com. There you will find help in locating a store in your area that stocks Frosty Paws frozen treats. You can also buy Frosty Paws frozen treat gift certificates, bandanas, and Frosty Paws Paw-rtly Kits on the website. The Paw-rtly Kits are doggone good gifts for all your dog's friends!

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®, and Skinny Carb Bar™. 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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