



**Still Banana 'Split' on Which Presidential Candidate to Vote For?
Dreyer's 'Lighten' Up This Year's Election With a Delectable and Electable Campaign**

OAKLAND, Calif., Oct. 5 /PRNewswire-FirstCall/ -- While voters prepare to head to the polls on the first Tuesday in November, many of them still undecided, Dreyer's Grand Light® offers the real scoop on each presidential candidate. Beginning today, Americans are invited to cast their ballots at www.Dreyers.com for the presidential sundae nominee who dishes up the best recipe for success. Voters can debate over "4 S'more Years," "Cherry For Change" or whether they are simply "Banana Split on the Decision." Everyone who casts a vote in this unique ice cream poll will also be entered to win free ice cream for the next four years.

The republican incumbent and democratic challenger are getting "light" on the issues with ice cream sundae recipes that focus on this election's pivotal issue ... taste! Before you rush to the ballot box, here is a peek at the presidential sundae contenders:

- 4 S'more Years -- This delicious crowd-pleaser is looking to stay in office. Start with two grassroots graham crackers. Spread on some political marshmallow fluff. Add two executive scoops of Slow Churned™ Dreyer's Grand Light® Vanilla ice cream. Drizzle with thin party lines of chocolate syrup and top with a lobby of mini marshmallows and graham cracker crumbs.
- Cherry for Change -- A vote for cherry is a vote for change. Turn the tide with a landslide layer of chocolate syrup. Add a heroic scoop of Slow Churned Dreyer's Grand Light Vanilla ice cream. Smother with a generous helping of smooth, schmoozing cherry pie filling. Top with a winning burst of whipped cream and a chocolate covered cherry cordial.
- Banana Split on the Decision -- Still can't decide which candidate gets your vote? Concede to your cravings with this All-American, third party challenger. Three delicious scoops of Slow Churned Dreyer's Grand Light Vanilla, Chocolate and Strawberry ice cream are escorted by two official bananas and topped with a bi-partisan gathering of cherries, nuts, blueberries, pineapple chunks and marshmallows. Add a long-winded layer of filibuster fudge and a dab of White House whipped cream.

"Dreyer's Grand Light is delighted to provide ice cream fans with a sweet opportunity to hit the campaign trail and stump for their favorite candidate," said John Harrison, Official Taster for Dreyer's Grand Ice Cream. "Regardless of who wins the real election, four constituents will win a four-year supply of Slow Churned Dreyer's Grand Light ice cream ... and that is one campaign promise you can really count on!"

Simply log on to www.Dreyers.com to review all three candidates and cast your vote on or before November 2. After making a tasteful decision, Americans can help their favored candidates melt the competition by customizing their own presidential sundae campaign posters. These unique "Mad Ads" churn hand selected words or phrases to humorously berate their sundae opposition in a viral e-card that's as delicious as it is silly.

If you think this ice cream poll is pretty unbelievable ... Dreyer's is dishing up something even more unbelievable. Slow Churned Dreyer's Grand Light uses a proprietary method of blending that mixes the ingredients slower and colder, resulting in an ice cream with all the rich and creamy taste of full-fat premium, but with half the fat and 30 percent fewer calories. In national taste tests, eight of 10 consumers thought new Slow Churned Dreyer's Grand Light was either a full-fat premium or superpremium ice cream.

Slow Churned Dreyer's Grand Light is available in a variety of indulgent flavors, including Butter Pecan, Chocolate, Chocolate Chips!, Cookie Dough, Cookies 'N Cream, Eggnog (seasonal), French Vanilla, French Silk, Fudge Tracks, Mint Chocolate Chips!, Mocha Almond Fudge, Neapolitan, Peppermint (seasonal), Rocky Road, Strawberry and Vanilla. Each carton is adorned with the "Unbelievably Rich and Creamy" Slow Churned banner. To find where Dreyer's Grand Light has recently been delivered in your neighborhood, log on to Dreyer's Flavor Finder® at www.Dreyers.com.

Dreyer's Grand Ice Cream Holdings, Inc., (Nasdaq: DRYR) 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 in the United States include Grand, Grand Light®, Häagen-Dazs®, Nestlé® Drumstick®, Nestlé Crunch®, Butterfinger®, Baby Ruth®, Toll House®, Carnation®, Push-Up®, Dole®, Homemade and Starbucks®. 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.

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CONTACT: Kim Goeller-Johnson of Dreyer's Grand Ice Cream, Inc., +1-510-601-4211, or kagoelle@dreyers.com; or Marcus Gamo of Ketchum, +1-415-984-6108, or marcus.gamo@ketchum.com, for Dreyer's Grand Ice Cream, Inc.
Web site: <http://www.dreyers.com>