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EMBARGOED UNTIL MARCH 2007 ISSUES

**HÄAGEN-DAZS ICE CREAM RELEASES A NEW VINTAGE:
HÄAGEN-DAZS RESERVE™ SERIES**

OAKLAND, Calif. – The “Häagen-Dazs®” brand is synonymous with fine ingredients and distinctive flavors. Forever committed to creating ice creams made like no other, we have pushed the limits in 2007, crafting an entirely new line of superpremium products that celebrates rare ingredients and unique flavor combinations from around the world: the Häagen-Dazs Reserve Series.

True ice cream lovers savor their ice cream much the same way that wine enthusiasts appreciate a fine wine, and they actively seek out finely crafted ice creams with the most intriguing flavor combinations. Häagen-Dazs Reserve ice creams have an unmistakable character and a perfect balance of flavors to intrigue the palate and satisfy even the most discerning ice cream aficionados.

“While searching the globe for flavor inspirations, we’ve encountered exceptional ingredients that we knew would make great ice cream, but haven’t been able to use because of their limited availability or higher cost,” says Josh Gellert, Brand Manager for Häagen-Dazs ice cream. “This year, however, we are launching the Reserve Series as an exclusive line available in limited quantities in order to offer ice cream lovers these flavors. The Reserve Series represents the very best of the Häagen-Dazs brand in unique flavor combinations we are unable to produce in our traditional line.”

The Reserve Series provides true ice cream aficionados distinctive ice creams that promise to heighten their eating experience. From the lush Amazon Rainforest to the warm Mediterranean to the volcanic slopes of the Hawaiian Islands, Häagen-Dazs ice cream experts have searched the world over for the finest ingredients to perfect the flavor character of the Reserve Series.

- **Hawaiian Lehua Honey and Sweet Cream Ice Cream** – A rich sweet cream ice cream blended with a rare Hawaiian Lehua honey. The Lehua blossom imparts a unique floral note to the ice cream, which is balanced by a subtle sweet cream.
- **Pomegranate Chip Ice Cream** – A refreshing fruit ice cream with a perfect balance of sweet and tart notes from the Mediterranean Pomegranate paired with dark chocolate chips.
- **Amazon Valley Chocolate Ice Cream** – A distinctive and smooth chocolate ice cream. Though naturally lighter in color, Amazon Valley cocoa beans deliver an intense flavor with notes of roasted chestnuts and hazelnuts
- **Brazilian Açaí Berry Sorbet** – A tantalizing sorbet crafted from the rare and complex Açaí (ah-sigh-ee) berry. The deep red fruits offer notes of blackberries and sweet blueberries.

- **Toasted Coconut Sesame Brittle Ice Cream** – A luxurious ice cream with fresh-shaved coconut, lightly toasted and then steeped in rich cream and coconut milk, complemented by pieces of ginger-infused sesame brittle.
- **Pomegranate Dark Chocolate Bar** – A distinctive ice cream bar that matches a dark chocolate coating with Pomegranate ice cream. With both sweet and tart notes, it delivers a complex but clean finish.

Ice cream lovers and epicurean experts alike will perceive and appreciate the craftsmanship and flavor artistry in all of the Häagen-Dazs Reserve Series products.

“Each of the Häagen-Dazs Reserve Series flavors has unique characters, carefully crafted from fine ingredients such as Lehua honey, Açai berry or pomegranate, and perfectly blended into balanced ice creams,” says Simon Littler, a food and wine expert and CEO of Global Wine Company. “The subtle nuances of fine flavor can be appreciated in each spoonful.”

Beginning in March 2007, the Reserve Series will be available in six distinctive flavors for a suggested retail price of \$4.99. These products will be released in-store in selected markets including California, Connecticut, Delaware, Florida, Maryland, Massachusetts, Minnesota, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Washington and Washington DC. For the first time ever, the Häagen-Dazs brand will also be offering the Reserve Series to ice cream enthusiasts outside of the select markets for online purchase at www.haagendazs.com/reserve.

ABOUT HÄAGEN-DAZS ICE CREAM

Crafted in 1961 by Reuben Mattus in his family's dairy, Häagen-Dazs is the original superpremium ice cream. True to tradition, the Häagen-Dazs brand is committed to using only the purest ingredients in crafting the world's finest ice cream. Truly made like no other, today Häagen-Dazs ice cream offers a full range of products from ice cream to sorbet, frozen yogurt and frozen snacks in more than 65 flavors. Häagen-Dazs products are available around the globe for ice cream lovers to enjoy. For more information, please visit www.haagen-dazs.com.