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**DREYER'S DISHES OUT 1,500 NEIGHBORHOOD ICE CREAM BLOCK PARTIES
ACROSS AMERICA THIS SUMMER**
2nd Annual Slow Churned Neighborhood Salute Draws Neighbors Together

OAKLAND, Calif. (July 6, 2006) – According to recent research, Americans are yearning for opportunities to come together now more than ever and *Dreyer's Slow Churned®* is dishing out a cool solution for neighborhoods across the country to meet this growing need. For the second summer in a row, 1,500 U.S. neighborhoods will host a *Slow Churned Neighborhood SaluteSM* ice cream block party, courtesy of Dreyer's. Between July 8 and September 9, Dreyer's will deliver 18,000 cartons of ice cream (more than 300,000 scoops) to the winning neighborhoods.

Two recent research studies underscore that gatherings such as block parties are ideal opportunities to build awareness, safety networks and increase confidence and connections among neighbors:

- A study funded by the National Science Foundation and published in the *National Sociology Review* says Americans are feeling more isolated and lonely today as neighborhoods become more fragmented. In times of trouble, the study notes that people don't feel they have others they can confide in and the number of people who said they counted a neighbor as a confidant dropped by more than half in the last 20 years.
- Additionally, Harvard's Kennedy School of Government Seguro Seminar on Civic Engagement in America recently hypothesized that a better crime prevention strategy in neighborhoods would be 10 percent more citizens knowing their neighbors first names rather than 10 percent more cops on the beat.

After reviewing more than 15,500 neighborhood nominations, it is evident that communities are looking to Dreyer's to help jump start and strengthen neighborhood bonds:

- Shari Black - Kuna, Idaho: "This Block Party would be a wonderful way to get to know the neighbors, but most importantly, it would be a great way to increase safety and a sense of community in my neighborhood. They say that neighborhoods are better and safer places to live when there is a sense of caring in the area and what a great way to show my neighbors that I do care."
- Rob Darling - Virginia Beach, Va.: "It's important to us to not only have a friendly relationship with our neighbors, but to have a safety net within the neighborhood. Being able to trust and rely on neighbors when you are in need is invaluable."

"Last year, we were delighted to dish up fun and ice cream for more than 150,000 neighbors across the country and are thrilled to serve up another 1,500 parties this summer," said John Harrison, Official Taster for Dreyer's Ice Cream. "For some neighbors, a fence may be all they share. We hope these ice cream block parties become a catalyst for more neighborly gatherings and get-togethers."

In 2005, Dreyer's conducted a survey to see how well neighbors actually knew each other and the stark findings revealed that times and attitudes have changed in many neighborhoods:

- Forty-three percent of respondents believe they are less familiar with their neighbors today than their parents were with their neighbors a generation ago
- Three out of ten Americans (34%) don't know their neighbors' first and last names
- Fewer than half of Americans (47%) today have borrowed something, like a "cup of sugar," from one of their neighbors

Dreyer's *Slow Churned Neighborhood Salute* ice cream parties will be awarded to diverse neighborhoods in all 50 U.S. states. This year, California proved to live up to its nickname as the "Golden State" producing 269 winning neighborhoods, followed by 84 in New York, 81 in Texas, 66 in Michigan and 57 in Florida. The 1,500 winning neighborhoods encompass all sizes and varieties – from the tallest "neighborhood" high rises to farms in the heartland, suburban sprawls and brand-new subdivisions to established blocks where no one has moved in or out for 20 years or more. Numerous entries made judges smile, while others tugged at their hearts. Each winning neighborhood will receive a doorstep delivery of *Dreyer's Slow Churned Light* ice cream (enough for up to 100 partygoers) and all the fixings (scoops, tablecloths, nametags, disposable camera, napkins, etc.) for a fun, memorable and easy-to-organize party. Even if you didn't win a *Slow Churned Neighborhood Salute* party this year, simply visit www.IceCream.com for more details on how to throw your own ice cream block party, complete with invitations and party tips.

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, *Slow Churned*®, *Dibs*®, *Häagen-Dazs*®, *Nestlé*® *Drumstick*®, *Nestlé* *Crunch*®, *Nestlé*® *Butterfinger*®, *Nestlé*® *Toll House*®, *Nestlé*® *Carnation*®, *Nestlé*® *Push-Up*®, *Frosty Paws*®, Fruit Bars, Starbucks® and *The Skinny Cow*®. The company's premium products are marketed under the *Dreyer's* brand name throughout the Western states and Texas, and under the *Edy's*® brand 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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