



FOR IMMEDIATE RELEASE

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DRUMROLL, PLEASE!
Nestlé® Drumstick® Lil' Drums™ Brand
Launches Fun-Filled S'mores and Caramel Flavors

The *Nestlé Drumstick* brand introduces the sweet and timeless flavors of s'mores and caramel to their popular lineup of *Nestlé Drumstick Lil' Drums* sundae cones. The new S'mores and Caramel Variety Pack includes two creamy selections with the same decadent taste experience of traditional *Nestlé Drumstick* cones, but in a smaller snack size. Even better, each box contains ten cones that are 120 calories or less for a fun-filled treat.

Building on the success of last year's *Lil' Drums* debut, the two new flavors add more scrumptious choices for adventurous taste buds. S'mores Sundae Cones give the nostalgic campfire favorite a new twist with rich chocolate swirled into creamy marshmallow. The new Caramel flavor is spun with smooth, golden caramel. Both flavors are topped off with crunchy graham cracker pieces for true *Nestlé Drumstick* delight.

"The *Nestlé Drumstick* brand has taken an all-time favorite classic – *Nestlé Drumstick* -- and given it a small, but significant, twist with *Nestlé Drumstick Lil' Drums* to appeal to frozen snacks fans of all ages," says John Harrison, Official Taster for the *Nestlé Drumstick* brand. "With each new flavor weighing in at 120 calories or less, the S'mores and Caramel Sundae Cones are a small indulgence with big benefits -- more fun and less guilt."

Nestlé Drumstick Lil' Drums Sundae Cones come in 10-count packages and the new flavors will be available in grocery stores and retail locations nationwide beginning March 15, 2010, at the suggested retail price of \$5.99.

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Dreyer's Grand Ice Cream, Inc. is a division of Nestlé USA, which is owned by Nestlé S.A. of Vevey, Switzerland the world's largest nutrition, health and wellness company. Dreyer's manufactures, markets and distributes a full spectrum of ice cream and frozen snacks. 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. Brands manufactured or distributed by Dreyer's in the United States include *Dreyer's/Edy's*® Grand, *Slow Churned*®, *Dibs*®, *Loaded*, *MAXX*, *Fruit Bars*, *Nestlé Crunch*®, *Drumstick*®, *Butterfinger*®, *Toll House*®, *Push-Up*®, *Delicias*, *Frosty Paws*®, *Eskimo Pie*®, *The Skinny Cow*™ and *Häagen-Dazs*®.

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.

In the U.S. the Häagen-Dazs trademark is licensed to Nestlé by General Mills and sub-licensed to Dreyer's by Nestlé.