



FOR IMMEDIATE RELEASE

CONTACT: Kim Goeller-Johnson; 510.601.4211
kagoelle@dreyers.com

Sarah Plamondon; 415.984.6125
sarah.plamondon@ketchum.com

***America's Neighborhoods Are Not as Connected as They Used to Be
Dreyer's Invites Neighbors to Bond Over Scoops of Ice Cream***

OAKLAND, Calif. (May 5, 2006) – Americans can get to know their neighbors better by hosting an ice cream block party, courtesy of Dreyer's. With only X days left to enter the second annual Dreyer's *Slow Churned Neighborhood Salute*SM, people across the country are scooping up the chance to slow down and bond with their neighbors. To date, more than 10,000 ice cream fans have nominated their blocks for one of 1,500 free ice cream parties being thrown this summer. Each prize package includes a doorstep delivery of *Dreyer's Slow Churned*[®] and party supplies for up to 100 guests. Californians, Floridians and New Yorker are currently leading with the most entries, but everyone from sea to shining sea is encouraged to enter for a chance to win an ice cream social by visiting www.IceCream.com by May 26.

As part of the nomination process, Dreyer's is asking entrants to describe their current relationship with their next door neighbors and the responses so far confirm that the majority of neighborhoods could benefit from an ice cream ice breaker. Although more than half of party hopefuls describe their relationships with their next door neighbors as friendly, 42 percent say they know their neighbors less well than their parents knew theirs.

"Clearly neighbors are still longing for a closeness that their parents enjoyed. America's neighborhoods want and deserve a fun reason to get together," said John Harrison, Official Taster for Dreyer's Ice Cream. "And there's no better way to celebrate summer than by sharing a scoop of *Dreyer's Slow Churned* with the people who live on your block."

How to enter Dreyer's *Slow Churned Neighborhood Salute*:

Visit www.IceCream.com and submit a paragraph (350 words or less) explaining why your neighborhood deserves a Dreyer's *Slow Churned Neighborhood Salute*. Contestants must be residents of the United States and at least 13 years of age as of March 15, 2006. Official contest rules and entry forms are available on www.IceCream.com. All entries must be received by May 26, 2006. Dreyer's will notify the winners in June and will salute each of the 1,500 winning neighborhoods with an ice cream prize package – a doorstep delivery of 12 cartons of *Dreyer's Slow Churned* in a variety of flavors and a “Party in a Box” packed with party essentials (ice cream bowls, spoons, scoops, napkins, nametags, etc.) to host up to 100 neighborhood guests.

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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