



FOR IMMEDIATE RELEASE

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Who Says You Can't Eat Ice Cream on a Diet?

Good Humor-Breyers is First to Bring 100 Calorie Options to Ice Cream Category

Green Bay, WI (March 6, 2007) — Just because something isn't full of calories, doesn't mean it can't be BIG on taste! Good Humor-Breyers proves once again that the company is on track with one of the hottest trends to hit the grocery store shelves with the introduction of new, **100 Calorie ice cream products** that are guaranteed to satisfy any type of craving *without* all of the guilt.

Good Humor-Breyers is proud to be the first ice cream company to introduce the 100 Calorie claim to the ice cream category with several new 100 Calorie products. Available nationwide in March, Good Humor-Breyers' new 100 Calorie options include:

- **Breyers® Double Churn™ 100 Calorie Cups** —These single-serving cups offer convenience and portion control for consumers who are watching what they eat, and are a quick and easy snack that can be enjoyed on the go. Available in two flavors—Cookies & Cream and Vanilla Fudge Swirl—Double Churn 100 Calorie Cups are sold in a six-pack for a suggested retail price of \$3.99.
- **Slim-a-Bear® 100 Calorie ice cream sandwiches** — These portion-controlled ice cream sandwiches are only 100 calories, making it easy for the calorie-conscious consumer to enjoy! The 3 oz. sandwich is available in both Vanilla and Vanilla/Chocolate varieties. Slim-a-Bear ice cream sandwiches are sold in a six-count package for a suggested retail price of \$4.09.
- **Slim-a-Bear® 100 Calorie ice cream bars**— Another new addition to the Slim-a-Bear line is a 2 oz. ice cream bar made with reduced-calorie and low-fat ice cream and covered with special Klondike Chocolate. This 100 calorie stickless bar is sold in an eight-count box for a suggested retail price of \$4.09.
- **Fudgsicle® 100 Calorie fudge bars** —Guilt free chocolate indulgence made easy! These super creamy, giant size (3.5 oz.) fudge bars are another great, low-fat treat for

consumers who are watching their weight. Fudgsicle 100 Calories bar will be sold in packages of eight for a suggested retail price of \$3.99.

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“We are excited to bring the 100 calorie trend to the ice cream category for the first time,” says Julio Del Cioppo, Director of Marketing. “These portion-controlled ice cream novelties provide consumers with just the right amount of our great-tasting ice cream, while helping them watch their weight. Now calorie counting doesn’t mean you have to miss out on your favorite frozen treats!”

For more information on any of Good Humor-Breyers’ 100 Calorie offerings, please visit www.icecreamusa.com.

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In the United States these brands include recognized names such as: Axe, “all,” Ben & Jerry’s, Bertolli, Breyers, Caress, Country Crock, Degree, Dove personal care products, Hellmann’s, Lipton, Knorr, Popsicle, Promise, Q-Tips, Skippy, Slim-Fast, Snuggle, Suave, Sunsilk and Vaseline. All of the preceding brand names are registered trademarks of the Unilever Group of Companies. Dedicated to serving consumers and the communities where we live, work and play, Unilever in the United States employs approximately 13,000 people in more than 60 office and manufacturing sites in 24 states and Puerto Rico – generating nearly \$10 billion in sales in 2006. For more information visit www.unileverusa.com.

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