

For Immediate Release

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PEDIGREE® Brand and Good Humor® Introduce the First Ice Cream Sandwich Treats for Man's Best Friend

Frozen Dog Treats are Pawsitively Delicious!

Green Bay, WI (Oct. 11, 2006) – After a long day, there's nothing better than rewarding yourself with a creamy ice cream sandwich. Until now, however, the sweet treats have been off-limits for Fido and he's had to sit patiently at your feet waiting to catch a crumb.

Now, two of the biggest names in the ice cream and dog food industry – Good Humor® and PEDIGREE® Brand – have come together to create the first real ice cream sandwich formulated especially for dogs. The new *PEDIGREE™ Ice Cream Sandwich Treats for Dogs* from Unilever Ice Cream's Good Humor brand give pet owners the crème de la crème of treats they can reward to their loyal, four-legged friends.

Like humans, some dogs are lactose-intolerant and cannot enjoy ice cream. While PEDIGREE™ Ice Cream Sandwich Treats for Dogs are dairy-based and have a creamy texture like regular ice cream, they are *99 percent lactose free*. They also have added protein and there is no sugar added. When the dairy mixture is placed between two wafers it creates a very fetch-friendly treat and the perfect reward for training, good behavior or as a refreshing snack.

Pawsitive Feedback from Pet Owners

The introduction of this product marks the first time ice cream sandwiches have been specially formulated for dogs. Research shows that consumers who tested this treat with their pet said that they preferred the sandwich because it is easy for their pet to eat and is less messy than other frozen dog treats. Pet owners also like the benefit of the perforated wafer design, which enables them to give their smaller furry friends a treat in smaller bite-size pieces or give a larger piece to larger dogs.

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“Dogs are staple members of 40 million households¹, but for dietary reasons they are often left begging for the kind of foods their owners enjoy,” says Dan Hammer, vice president of marketing at Unilever Ice Cream. “With the PEDIGREE™ Ice Cream Sandwich Treats for Dogs, dog owners can feel good about giving their pets a treat that not only tastes delicious but also is low in fat, has no sugar added and contains protein, vitamins and minerals.”

Where to Fetch This New Treat

PEDIGREE™ Ice Cream Sandwich Treats for Dogs are now starting to appear in the freezer section of supermarkets nationwide. Packages contain six (6) 3 fl. oz. ice cream sandwich treats for a total of 24 bite-sized perforated pieces and have a suggested retail price of \$3.99.

About Unilever Ice Cream

Unilever North American Ice Cream, headquartered in Green Bay, Wis., is the largest manufacturer and marketer of branded packaged ice cream and frozen novelties in the United States, where the company operates nine manufacturing facilities and employs approximately 3,400 people. Its well-known brands include Breyers® Ice Cream, Ben & Jerry's®, Popsicle®, Good Humor®, and Klondike®.

About PEDIGREE® Food for Dogs

PEDIGREE® Brand is the number one brand of dog food in the world, offering a wide variety of products for different dog life stages. As an innovative market leader, the PEDIGREE® Brand is at the forefront of pet nutrition and understands pet owner needs by providing a range of innovative products and resources.

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