



Press Release

Ben & Jerry's Give Thanks For 30 Legendairy Years

Let the party begin, life begins at 30! On Tuesday 29th April 2008 Ben & Jerry's will celebrate their 30th birthday with their annual Free Cone Day. Yes! Participating Ben & Jerry's shops across the country – and around the world – will serve up any of the five legend-dairy euphoric flavours of your choice, absolutely free!

It was 30 years ago that two real friends, Ben Cohen and Jerry Greenfield, started with a \$5 course in ice cream making and one scoop shop in Vermont, USA. Thanks to a surprising mix of big chunks, sweet swirls and political activism, Ben & Jerry's soon turned into a worldwide phenomenon. So what better way to join us in celebrating their 30th birthday, than with a free scoop of your favourite flavour.

Free Cone Day was first celebrated back in 1979, in the original Ben & Jerry's Scoop Shop – a dilapidated gas station in Burlington, Vermont. The day was created to thank loyal customers for their support during Ben & Jerry's first year in business.

So come down and celebrate with any of the five legend-dairy funky flavours on offer – Chocolate Chip Cookie Dough, Chocolate Fudge Brownie, New York Super Fudge Chunk, Strawberry Cheesecake and Chunky Monkey.

For your chance to take part in Free Cone Day simply:

- Put 29th April in your diary
- Find out where your nearest participating scoop shop is by visiting www.benjerry.com.sg (Also refer to Appendix I)
- Visit the scoop shop on 29th April between 12pm and 7pm
- Choose a scoop of free ice cream from the five funky flavours
- Enjoy!



Tan Lee Ken, Brand Champ for Ben & Jerry's says:

"Free Cone Day is our way of saying thank you to our loyal fans, and with 30 years to celebrate, we're planning to smash last year's record of giving away over 42,000 scoops. So whether you're in the East or West, North or Central we invite you to stop by any of our participating Ben & Jerry's Scoop Shops for a free scoop."

Other than giving back to the community, Ben & Jerry's also support selected social causes every year during the Free Cone Day to improve the quality of life locally and internationally. Last year, fans from Singapore supported the Youth Environmental Challenge Organization and Amazing Kids (Charity for Brain-injured Children). This year, Ben & Jerry's will lend a hand to the Singapore Children's Society by raising awareness, public's involvement and funds, to provide children with a better future. Lee Ken continues:

"You can help Singapore Children's Society nurture and protect the children who are abused or neglected. Simply deposit your love in the donation box at Ben & Jerry's scoop shops."

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Notes to Editors:

Ben & Jerry's Homemade Inc., was founded in 1978 in a renovated gas station in Burlington, Vermont, USA, by childhood friends and dedicated activists Ben Cohen and Jerry Greenfield. The two friends started their ice cream careers with a \$5 ice cream making correspondence course from Penn State University and a \$12,000 investment (\$4,000 of which was borrowed).

They soon became popular in the local community for their innovative flavours, made from fresh Vermont milk and cream and large portions of whatever ingredients they felt tasted good on the day of making! While they both disagreed at times over flavour combinations, what they did both agree was that they were in this business to enjoy themselves as well as earn a living. As Jerry put it "If it's not fun, why do it?"

APPENDIX I

Participating Ben & Jerry's Scoop Shops in Singapore:

Location	Address	Contact Number
The Cathay	#02-12 2 Handy Road (S) 229233	62352467
Great World City	#02-40A 1 Kim Seng Promenade (S) 237994	68360814
Raffles City	#B1-80 252 North Bridge Rd Raffles City Shopping Centre (S) 179103	63362143
United Square	#02-K1 101 Thomson Road (S) 307591	62555957
White Sands	#01-39 1 Pasir Ris Central Street 3 (S) 518457	65825520
VivoCity	1 HarbourFront Walk #02-135/136 VivoCity (S) 098585	63769917
Jurong Bird Park	2 Jurong Hill Singapore (S) 628925	-
Singapore Zoo	80 Mandai Lake Road (S) 729826	63658392