



Press Release

Happy Birthday Ben & Jerry's!

30 July 2008, Singapore - Pull the party poppers and dish out the sweet treats! Join Ben & Jerry's as we celebrate our thrilling 30 years of history with a "Story ConeTest", a devoted new flavor for our 30th birthday celebration, and a complete fresh approach of experiencing ice cream.

Reaffirming our social mission of actively seeking new ways to improve the quality of life, Ben & Jerry's rolls out "The Story ConeTest" from 1 August to 31 August to reward those who have been helping the community they are apart of. Tell the world about a good deed your kind friend has accomplished and a limited edition Ben & Jerry's mini freezer, filled with chunky, scrumptious, Ben & Jerry's ice cream will be given away to the top three stories that we receive.

To take part in "The Story ConeTest", simply:

- Think about the inspiring story you want to share with the world
- Log on to benjerry.com.sg
- Submit your story online

"As a company that has been initiating innovative ways to improve the quality of life throughout our thirty year history, Ben & Jerry's is thrilled to continue our commitment with The Story ConeTest in Singapore," said Tan Lee Ken, Brand Champ, Ben & Jerry's Singapore. "By getting the public to share stories of selflessness that are happening around us, we hope to encourage the public to recognize the important role that we play in our society, and inspire more good deeds in the community that we live in."

In celebration of the 30th anniversary, Ben & Jerry's proudly presents the following all-new icy cool treats that are too good to be missed!



Cake Batter (Limited Edition)

Introducing a new, mind-^o-tastebud boggling odyssey flavour, Cake Batter! Consider this batter-packed birthday flavour our Ben & Jerry's yet. It's our way of saying there's a whole lot more euphoria in the next 30 years to come, not to mention it's a whole new way to celebrate ice cream and cake. Made of yellow cake batter ice cream with a chocolate frosting swirl, Cake Batter is exclusively available only at Ben & Jerry's Scoop Shops throughout this summer. Grab a single scoop for S\$4.9 only.

Hand Packed Pints

Show your care and display your creativity with Ben & Jerry's all new Hand Packed Pints. Whether you've filled it with our ice cream, frozen yogurt, or sorbet, this Hand Packed Pint contains the most frozen fun you can get!

Personalize your gift by choosing up to three funky flavors to fill your pint with. Better still, you don't have to justify the quantity of each flavor. Love Phish Food, are nuts about Cookie Dough and worship Strawberry Cheesecake? Pile it on! The Hand Packed Pint also comes with a one-of-its-kind Ben & Jerry's limited edition lid with a candle slot for any celebrative occasions. If that is not enough, leave a wacky message on the lid to customize your gift.

Drop by any Ben & Jerry's Scoop Shop and personalize your Hand Packed Pint from S\$13.90 onwards.

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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 flavors, 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 flavor combinations, what they did both agree was that they were in this business to give something back to the community while enjoying themselves as they earned a living. As Jerry puts it "If it's not fun, why do it?"

