

MaggieMoo's International Celebrates National Ice Cream Month and Spokescow Maggie's Birthday With New Twizzlers™ Strawberry Licorice Ice Cream Flavor

*Free Twizzlers™ ice cream for all customers on July 22 at Treateries nationwide*

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**Columbia, Md. (July 5, 2006)-** In honor of National Ice Cream Month and spokescow Maggie's birthday, MaggieMoo's International and The Hershey Company are celebrating with the launch of Twizzlers™ strawberry licorice ice cream, now available at MaggieMoo's Treateries. Kids of all ages will receive complimentary two-ounce scoops of the new flavor on Saturday, July 22, Maggie's official birthday, at the more than 190 Treateries nationwide.

“MaggieMoo's nailed the Twizzlers™ flavor,” said Howard Sherr, Director, Refreshment Brands, The Hershey Company, maker of Twizzlers™ candy. “We are impressed with the exact flavor match, and think Twizzlers™ fans will enjoy the ice cream version.”

Along with National Ice Cream Month and the launch of Twizzlers™ ice cream, MaggieMoo's also is celebrating the birthday of its beloved spokescow Maggie. Maggie, a seven-foot tall cow with long curly eyelashes, pearls and a bright pink dress, is the face of the super-premium ice cream brand. She has been bringing smiles to children's faces by serving up her ice cream and participating in community activities across the country, for many years—Maggie says a girl never tells her age.

In honor of Maggie's birthday, MaggieMoo's will be holding a national birthday party on July 22. Treateries will be decked out with birthday decorations and Maggie will be giving away free two-ounce scoops of Twizzlers™ ice cream as party favors. Maggie also will be packing the freezers with Twizzlers™ ice cream cakes, for those who want to take the party home with them, and offering coupons online for one dollar off the Twizzlers™ Tree House Fresh Escape. Customers can visit [www.maggiemoos.com](http://www.maggiemoos.com) to print the coupon, valid at all MaggieMoo's through July 31.

“What better time than National Ice Cream Month and Maggie's birthday to introduce our new Twizzlers™ ice cream,” said Jon Jameson, MaggieMoo's CEO. “Our flavor specialists have successfully taken one of America's favorite licorice candies and made it into a delicious ice cream version.”

When former President Ronald Ragan declared July as National Ice Cream Month, he most likely had no idea that more than 20 years later, ice cream fans would be indulging in flavors like Twizzlers™ candy. Today, ice cream companies are continually

developing new and imaginative flavors. Most recently, there has been a trend in replicating ice cream flavors after popular drinks, desserts and candies, and MaggieMoo's is leading the way.

MaggieMoo's currently operates more than 190 Treateries across the nation. Each location features a menu of freshly made premium ice creams, mix-ins, smoothies, sorbets, ice cream cupcakes and custom ice cream cakes.

For further information on MaggieMoo's and its products, log onto [www.maggiemoos.com](http://www.maggiemoos.com).

### **About MaggieMoo's Ice Cream and Treateriy**

Based in Columbia, Md., MaggieMoo's currently operates more than 190 Treateries across the nation. Each location features a menu of freshly made super-premium ice creams, mix-ins, smoothies, sorbets, the country's first ice cream cupcakes and custom ice cream cakes. MaggieMoo's chocolate, dark chocolate, vanilla, vanilla bean and strawberry ice cream flavors all have been awarded The National Ice Cream Retailers Association's prestigious Blue Ribbon Award, for taste, texture and overall appearance for eight years running. MaggieMoo's is the only national retail concept to win all five awards.

### **About The Hershey Company**

The Hershey Company is a leading snack food company and the largest North American manufacturer of quality chocolate and non-chocolate confectionery products. With revenues of over \$4 billion and more than 14,000 employees worldwide, The Hershey Company markets such well-known brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Almond Joy*, *Mounds*, *Jolly Rancher*, *Twizzlers*, *Ice Breakers*, and *Mauna Loa*, as well as innovative new products such as *Take 5* candy bar and *Hershey's Cookies*. In addition to its traditional confectionery products, Hershey offers a range of products specifically developed to address the nutritional interests of today's health-conscious consumer. These products include sugar-free *Hershey's*, *Reese's* and *York* candies, and *PayDay* Pro energy bar. It also markets *Hershey's* cocoa, *Hershey's* syrup and other branded baking ingredients, toppings and beverages. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, and *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts. Visit us at [www.hersheynewsroom.com](http://www.hersheynewsroom.com).

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Source: MaggieMoo's International