

FOR IMMEDIATE RELEASE

Joshua Braunfeld
President & CEO
782 West End Avenue, Suite 1
New York, New York 10025
Tel: 212.579.0575
joshua@pint-pal.com
www.pint-pal.com

**I Scream, You Scream, We All Scream for Ice Cream...And Pint Pals
Blue Bunny Promotes Its Pints at the National Association of Convenience Store Show**

Las Vegas, NV - October 20, 2009. Attention ice cream lovers, especially those of you who prefer the pleasures of your own ice cream pint container. As you plunge your spoon into the pint and savor each mouthful, you hope the experience will never end. But then your hands get too cold or wet or the ice cream begins to melt into a soupy mess. What are pinters to do?

The ice cream professionals at Blue Bunny know a thing or two about this problem. After all, it churns out its ice cream in Le Mars, Iowa, The Ice Cream Capital of the World, where more ice cream is made than any other place on the planet! Blue Bunny will be using Pint Pals to promote its line of ice cream pints to attendees at this year's National Association of Convenience Store Show to be held in Las Vegas from October 20 - 23, 2009. The industry trade show typically attracts in excess of 20,000 attendees and 1,200 exhibitors. With approximately 20 million ice cream pint eaters in the United States, Blue Bunny knows all consumers don't buy their affordable indulgence at the local supermarket. Convenience stores, or C-stores, keep their doors open 24 hours a day to accommodate all kinds of shoppers—from husbands desperately seeking to comfort their pregnant wives to college students on a late night cram session.

Pint Pal is the first ice cream cozy to be commercialized in retail when entrepreneur Joshua Braunfeld successfully sold it into over 8,000 retail locations, including Kroger, Safeway, Albertson's, Publix and Winn-Dixie in the summer of 2003. Leveraging its retail success and appearances on TV sitcoms as a prop, Pint Pal is primarily utilized by corporate clients for promotional purposes—with an emphasis on ice cream companies. "Pint Pal speaks to ice cream eaters' preference for a premium experience—this is why Pint Pal has been embraced by regional and national companies to individual ice cream stores for promotional purposes," says Braunfeld. Consumers can still place orders online through www.pint-pal.com, where ice cream fans can also share their favorite flavors and scoop shops with other ice cream aficionados.

About Wells' Dairy and Blue Bunny

Blue Bunny, founded in 1913, is a brand of Wells' Dairy, Inc. — the largest family-owned and managed dairy processor in the United States. Today, more than 500 Blue Bunny-branded products, including ice cream and frozen novelties, can be found across the US. Wells' Dairy, Inc. is headquartered in Le Mars, Iowa.

About JMB Creative Ideas, Inc.

JMB Creative Ideas was formed in 2001 by Joshua Braunfeld, to commercialize new products, the first being Pint Pal. In addition to his own products, Mr. Braunfeld assists other start-ups interested in bringing ideas to market.

###