

FOR IMMEDIATE RELEASE

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**BLUE BELL ICE CREAM COMING TO INDIANAPOLIS; OPENING A
DISTRIBUTION FACILITY**

BRENHAM, Texas – Beginning on Monday, April 5, residents of the Indianapolis area will get their first taste of “the best ice cream in the country,” Blue Bell Ice Cream from the little town of Brenham, Texas. Blue Bell is the number-three selling branded ice cream in the U.S. – despite the fact that it is only sold in parts of 19 states. Blue Bell will be available in all Meijer stores in Indianapolis beginning April 5.

Blue Bell has an unusually loyal following among its millions of devoted fans. Astronauts have carried Blue Bell Ice Cream into space twice. Both presidents Bush had Blue Bell shipped from Texas to the White House and Kennebunkport. President George W. Bush frequently served Blue Bell Homemade Vanilla to foreign dignitaries visiting his Crawford ranch.

Blue Bell is opening a distribution facility in leased space at 5501 W. 79th St. in Park 100 in Indianapolis. The company has also purchased a 2.9-acre site at 8155 Allison Ave., also in Park 100, which will be the eventual location of the permanent Blue Bell distribution facility and ultimately, a full-fledged 12,000 square-foot distribution center or “branch.” Groundbreaking on the new facility is tentatively planned for late spring or early summer. The facility should be completed by the fall of 2010.

Local drivers will be hired to serve 1.7 million potential customers who will be added to the Blue Bell market area between Evansville and Indianapolis. (A list of new cities and towns that will now receive Blue Bell for the first time is attached at the end of this news release.)

Dave Kellum will be sales manager for the Blue Bell operation in Indianapolis. Brad Muller is also moving to Indianapolis as a territory manager for Blue Bell.

Kellum and Muller will report to Chris Heiby, Blue Bell Branch Manager in Louisville. Since the nearest Blue Bell branch office is 110 miles away from Indianapolis, the new distribution center is being established to facilitate transport of ice cream – a highly perishable product – to Indianapolis consumers while keeping it as fresh as possible.

Blue Bell Ice Cream, Light Ice Cream, Sherbet, Frozen Yogurt, No Sugar Added Blue Bell, Blue Bell Frozen Snacks and all other products in a 250-product lineup will be distributed directly to supermarkets and food stores in the Indianapolis area in Blue Bell trucks. Blue Bell's direct-store delivery program means that no one other than a Blue Bell employee handles the product from the time it is made until it reaches the grocery shelf. This is one of the ways that Blue Bell ensures that consumers get the freshest possible ice cream.

In addition to Meijer stores, Blue Bell products will be sold at Baesler's stores in Terre Haute, Wallman's Quality Foods in Delphi, Stephen's IGA in Flora, and other grocery stores, drugstores and convenience stores. Blue Bell Ice Cream is also featured at all Carrabba's and Outback Steakhouse restaurants.

According to ACNielsen SCANTRACK data for the 52-week period ending September 5, 2009, Blue Bell currently holds a 58% market share of ice cream sold in supermarkets in Houston, 57% in Dallas/Fort Worth, 38% in San Antonio/Austin, 55% in New Orleans/Mobile, 41% in Oklahoma City/Tulsa and 34% in Birmingham/Montgomery.

“Blue Bell Ice Cream has had an enthusiastic reception across the South, Southwest and Midwest,” says Ricky Dickson, vice president of sales and marketing for Blue Bell. “After many requests from consumers and grocery stores, we are delighted to bring Blue Bell to the Indianapolis area.”

Blue Bell Creameries, known as “the Little Creamery in Brenham,” to ice cream lovers, was founded in 1907 as the Brenham Creamery Company in a town of about 13,000 people located 70 miles northwest of Houston amidst the rolling hills of Central Texas.

The Brenham Creamery was originally founded to make butter from the excess cream produced by local farmers. Ice cream was added to the product line in 1911, produced at the rate of two gallons a day and hand-cranked in a wooden tub filled with ice. In 1930, the name of the company was changed to “Blue Bell” after the favorite Texas wildflower of the company’s manager. Not to be confused with the Texas state flower the bluebonnet, which blooms in early spring, the blue *bell* blooms in the heat of the summer, just when ice cream is most popular.

Blue Bell has produced many innovative products over the years, including the original “Cookies ‘n Cream,” and other creative new flavors like “Cake and Ice Cream,”

new to the Blue Bell lineup this year. Cake and Ice Cream is a creamy vanilla ice cream with chocolate sprinkles, chocolate-coated pieces of cake and a chocolate frosting swirl. The most popular Blue Bell flavor year after year, however, is Homemade Vanilla, created in 1969 to taste just like the hand-cranked ice cream folks used to make on the back porch during long summer evenings.

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NEW CITIES AND TOWNS TO BE SERVED BY BLUE BELL WITH THIS EXPANSION:

Bloomington
Columbus
Indianapolis
Kokomo
Lafayette
Richmond
Terre Haute
West Lafayette