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SMILE, AND SAY BRUUUSTER'S!

Bruster's® Real Ice Cream™ launches online photo contest

BRIDGEWATER, PA (April 1, 2010) Bruster's® Real Ice Cream™ is challenging fans to capture their favorite ice cream moments for a chance to win exciting digital photo or video equipment, or a free Bruster's Blast, featuring M&M'S®, SNICKERS®, or TWIX® brand candies.

Customers can upload photos taken with Bruster's Real Ice Cream to the Contests tab on the Bruster's Facebook fan page (www.facebook.com/brustersrealicecream) between April 1 and April 30, 2010. Voting for fan favorites will be open to the public from May 1 through May 14, and winners will be announced May 17, 2010.

"We have an extremely loyal group of fans who are embracing Facebook as a way to express their passion for Bruster's Real Ice Cream," said Kim Piper, Vice President of Marketing. "We're launching this photo contest to give our fans a chance to shine, to be the face of their favorite ice cream. We can't wait to see the submissions!"

Complete rules for the Bruster's Real Ice Cream online photo contest will be posted April 1, 2010, to www.brusters.com and www.facebook.com/brustersrealicecream.

About Bruster's Real Ice Cream

Based in Bridgewater, Pa., Bruster's Real Ice Cream is ranked as one of the country's leading franchise chains with more than 237 locations in 18 northeastern, mid-Atlantic and southeastern states. Bruster's has more than 140 recipes of real ice cream – with nearly 40 fresh flavors available at any one time. Delicious products are made fresh at each location, and include: waffle cones, sorbet, Italian Ice, Blasts, milk shakes, sundaes, and ice cream cakes and pies. Flavors vary by store and include seasonal product favorites such as strawberry shortcakes and hot apple dumplings. To locate a Bruster's near you, visit www.Brusters.com. For franchise information, call Lori Molnar at 724-774-4250 ext. 109.

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