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Brusters.com: treat yourself to virtual ice cream with a twist

Bruster's® Real Ice Cream™ launches new, family-friendly website

BRIDGEWATER, PA (April 1, 2010) Bruster's® first started serving ice cream to make customers happy. Now it's time that the website made customers happy too. The newly redesigned *Brusters.com* web site of Bruster's® Real Ice Cream™ aims to build excitement with its loyal and new customers by communicating information about products and flavors, and promotions like the Real Moments Photo Contest (April 1-30) and the on-going Sweet Rewards loyalty program (www.brusters.com/promotions.asp).

Bruster's is also introducing the new Favorite Flavors program (www.brusters.com/flavors_favoriteflavor.asp). This unique program allows customers to sign up for their favorite Bruster's ice cream flavors. When a store makes one of those flavors, the customer will receive an email or text – letting him/her know the flavor is available. "This is an amazing service to offer our customers. Because each of our stores choose from over 140 recipes to make their ice cream daily, customers like knowing when their favorites are available." stated Kim Piper, VP of Marketing. "It is a personal way to let our customers know we care about their requests and needs."

The new Brusters.com also features fundraising and catering pages that invite customers to register for fundraising and catering activities on line (www.brusters.com/catering_overview.asp). Because catering and fundraising services are listed by store – customers know exactly what their local Bruster's offers and how to go about scheduling the event. Bruster's makes it even easier for charitable organizations to raise money by offering an online fundraiser.

And there's something for everyone. Kids have their own section where they can play an Ice Cream Boarding game (think Snow Boarding) and color various ice cream-themed pages. Also included are story writing and mathematical activities developed by Young Minds Inspired, marketers who specialize in in-school curriculum-based programs (www.brusters.com/kids_activities.asp). The promotions pages also scream fun: noting that kids under 40" tall and dogs get free ice cream, that seniors are special too, and that Thursdays are made for ½ priced banana splits when you bring your own banana. That's a family-friendly B.Y.O.B party.

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 240 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: ice cream, 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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