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**BEN & JERRY’S SETS THE STAGE FOR A “SWEET” SUMMER
ADDING A NEW FLAVOR TO THE LIST!**

SCOTTSDALE, Ariz. (May 28, 2010) – Ben & Jerry’s at el Pedregal, known for their creative ingredients, adds a new flavor to the menu exclusively throughout the summer season in benefit of a national charity organization. The **Bonnaroo Buzz**, comprised of light coffee and malt ice creams with Whiskey Caramel swirls and English toffee pieces blends a perfect pairing and partnership. With every purchase of this flavor, Ben & Jerry’s will donate a share of proceeds to the Bannaroo Works Fund whose goal is to further the organization’s community investment and philanthropic endeavors.

“We are very excited to have a new flavor not only for our customers, but that also goes toward a great cause,” says Ben & Jerry’s el Pedregal owner, Wayne Wallace, “We believe our customers are going to love it.” Since Bonnaroo’s inception, the organization has demonstrated a strong commitment to supporting numerous local, regional and national non-profits, with a special focus on the Coffee County community where the festival is based.

ABOUT BEN & JERRY’S

Ben & Jerry’s produces a wide variety of super-premium ice cream and ice cream novelties, using high-quality ingredients including milk and cream from family farmers who pledge not to treat their cows with the synthetic hormone rBGH. The company states its position on rBGH on its labels. Ben and Jerry’s products are distributed nationwide and in selected foreign countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry’s Scoop Shops, restaurants and other venues. Ben & Jerry’s, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing

product quality, economic reward and a commitment to the community. The goal of the social mission is to integrate a concern for the community into as many day to day business operations as possible while maintaining the product and economic missions. The move to Fair Trade ingredients is driven by that commitment. Ben & Jerry's is open from 11:00am-9:00pm daily. Ben & Jerry's is located at el Pedregal at 34505 North Scottsdale Road, Scottsdale, Arizona 85266. For more information about Ben & Jerry's, please visit the website at www.elpedregal.com or call at 480-488-0873.

ABOUT BONNAROO

Bonnaroo was conceived in 2002 and continues to make a strong impact on the American music industry. It has served as a launching pad for such popular artists as Kings of Leon, Norah Jones, Jack Johnson, Robert Randolph, My Morning Jacket, Ray Lamontagne, Matisyahu, and many others. A creative and cultural mega-success, Bonnaroo has also featured a staggeringly diverse range of world-class acts such as Bob Dylan, Bruce Springsteen and the E Street Band, Metallica, Neil Young, Radiohead, Willie Nelson, The Police, Pearl Jam, Tom Petty, Tool, Wilco, Nine Inch Nails, Merle Haggard, The Dave Matthews Band, James Brown, The White Stripes, The Dead, Regina Spektor, Bon Iver, Snoop Dogg, David Byrne, Widespread Panic, Death Cab For Cutie, Al Green, Elvis Costello, Amadou and Mariam, Beck, Against Me!, The Black Crowes, Alison Krauss, Bright Eyes, Bonnie Raitt, Steve Earle, Jurassic 5, Modest Mouse, The Mars Volta, Common, Burning Spear, the Flaming Lips, among so many others.

The festival is also starting to make quite an impact on the comedy industry as well, as it has featured some of today's best comedians working today. From Chris Rock, Lewis Black, Flight of the Concorde, David Cross and Fred Armisen to Jimmy Fallon, Triumph The Insult Comic Dog, Jim Norton, Patton Oswalt, Zach Galifianakis, Louis CK, Janeane Garofalo, Aziz Ansari, John Oliver and Brian Posehn, Bonnaroo is now considered to be an essential play for every comedian both established and on the rise.

ABOUT EL PEDREGAL

El Pedregal encompasses 80,000 square feet of space filled with fascinating boutiques, Southwestern apparel, intriguing art galleries, and fun and casual dining. Over 15 shops surround an enticing courtyard and amphitheater, which features a variety of entertainment offerings. For more information please call 480-488-1072 or visit the website www.elpedregal.com.