



FOR IMMEDIATE RELEASE

Celebrity Judging Panel Scoops Up Personality in Nationwide Iskream Contest
Adam Sandler, Vanilla Ice and Danettes from "The Dan Patrick Show" Select
Winners to Be Featured on Iskream Pints

New Haven, Conn. (June 6, 2013) – The Iskream Freezer Case Hall of Fame Contest is on the lookout for America's sweetest characters, and a charismatic panel of celebrity judges has been tasked with serving up the winners. The panel includes actor, producer, and director Adam Sandler, musician and TV personality Vanilla Ice, and the cast of "The Dan Patrick Show."

Iskream, the leading reduced-fat ice cream made with stevia sweetener, invites families nationwide to submit photographs of their unconventional, crazy moments. Winning pictures will be featured on future Iskream pints.

The event will span seven months to include individual contests for each of the Iskream flavors – Vanilla (May), Chocolate Cherry Chunk (June), Java Chip (July), Peanut Butter & Jelly (August), Banana (September), Chocolate Brownie (October) and Berry Good (November). Each contest opens on the first date of the month and closes on the final date of the month.

Photo submissions can be uploaded through the Iskream Facebook page at www.facebook.com/Iskream, where viewing will also take place. Entrants can easily share their photo entries to Instagram, Facebook, Pinterest and Twitter.

The panel of celebrity judges will then select the month's winner. Each winning photograph will be featured on the pint for the flavor of the month. Winners will be announced on the 15th of the following month.

For complete contest rules, visit www.iskreamfreezercase.com. To submit photos visit <http://on.fb.me/ZQgc32>.

ISKREAM

Iskream is the first frozen dessert made with stevia sweetener. All seven flavors – Banana, Berry Good, Vanilla, Java Chip, Chocolate Cherry Chunk, Chocolate Brownie and Peanut Butter & Jelly – are also low calorie and low fat. The Banana and Berry Good flavors received the American Diabetes Association seal of approval. The full flavor

dessert is free of aspartame, sucralose, artificial colorings, high fructose corn syrup and preservatives. For more information about Iskream and retailer locations, visit www.iskream.com.

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