



FOR IMMEDIATE RELEASE
August 8, 2008

Contact: Cresta Lewis
513-333-4100
clewis@sunriseadvertising.com

Love Graeter's Even More with New Blueberry Pie Ice Cream *Graeter's partners with The Cure Starts Now Foundation for Elena's Graeter Hope*

Beginning Saturday, August 9, 2008, Graeter's Cincinnati stores will offer a special ice cream flavor that was personally created by a local Graeter's fan. For a limited time, Elena's Graeter Hope Blueberry Pie Ice Cream will be sold by the scoop inside Graeter's 14 Cincinnati locations. The flavor was created by devoted Graeter's customer Mark Groteke of Wyoming, with the help of Graeter's ice cream experts, of course.

Earlier this year, Mark bid on and won the chance to come up with his own Graeter's ice cream during The Cure Starts Now Foundation's Once in a Lifetime Gala, an event that raises funds to help find a cure for pediatric brain cancer. The non-profit was founded by the Desserich family after losing their six-year-old daughter, Elena, to cancer in 2007.

During the month of July, Mark worked with the Graeter family to develop a special flavor they think Graeter's fans will love. Blueberry Pie Ice Cream combines vanilla ice cream with ripe, juicy blueberries and flaky pie crust.

"We wanted to give one of our loyal customers a chance to do something unique and memorable," said Chip Graeter, Vice President of Graeter's Retail Sales. "How many people can say they've created their own Graeter's ice cream flavor? What makes it even better is that, with the sale of this ice cream, we're giving back to a great organization."

Beginning August 9, customers may purchase Blueberry Pie Ice Cream at any Graeter's 14 Cincinnati locations. The flavor will be available for a limited time. A percentage of the proceeds from its sale will go back to The Cure Starts Now Foundation to aid in the continuing fight against cancer.

"We're very fortunate to have a partner like Graeter's," said Keith Desserich, founder of The Cure Starts Now Foundation. "We hope that Cincinnati's love for Graeter's – and the sale of this special ice cream flavor - will aid our organization in the never-ending search for a cure for pediatric brain cancer."

About Graeter's

Graeter's is a Cincinnati brand icon, with national prestige, that has become synonymous with indulgent taste experiences since 1870. Known nationally for its famous French Pot ice cream, Graeter's is one of the oldest continuously family-owned ice cream makers in the country. The founder's great grandsons still faithfully use the finest quality ingredients, trusted recipes and original methods of production in the Cincinnati manufacturing facility

In addition to ice cream, Graeter's product offering includes an extensive line of candy and bakery products sold throughout 14 stores in Cincinnati. Graeter's also has 30 regional franchise stores in Columbus, Dayton, Northern Kentucky, Louisville and Lexington. To learn more about Graeter's, go to www.graeters.com.

About The Cure Starts Now

The Cure Starts Now Foundation is an IRS 501C non-profit charity dedicated to educating, aiding and funding the search for a cure for brainstem glioma and other forms of pediatric brain cancer in the hopes of curing all cancers. It currently operates in over 9 states helping children nationwide in the pursuit of the hope research brings. The non-profit was founded by the Desserich family after losing their six-year-old daughter, Elena, to cancer in 2007. www.thecurestartsnow.org.

###