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**Carvel® Ice Cream Introduces Italian Ice Flavors, Beverages, Pies and Sundaes
Ripe with Dole® Fruit**

– Exclusive licensing agreement formed to quench customers’ cravings for refreshing, fruit-filled treats –

Atlanta (May 16, 2007) – For consumers wanting to beat the heat with edible or “sippable” fruit-filled snacks, then Carvel® Ice Cream, maker of America’s freshest ice cream®, and Dole® Food Company, the world’s largest producer and marketer of high-quality fresh fruit, have plenty of ways to help.

Now through August 31st, participating Carvel retail locations nationwide and in Puerto Rico are inviting customers to chill out with the following Italian Ice flavors featuring Dole fruit: Very Cherry Ice, Mango Tango Ice, Piña Colada Ice and Rockin’ Raspberry Ice. These flavors are also available as Fizzler® beverages blended with tingly lemon-lime soda.

The fruits of the Carvel-Dole partnership have produced these offerings as well:

- **Mango Pie:** Graham cracker pie crust and white chocolate silk pie filling with Carvel vanilla ice cream and Dole mango pieces, topped with diced mango and mango puree, whipped cream and Carvel’s famous vanilla crunchies.

- **Raspberry Pie:** Chocolate pie crust and French chocolate silk pie filling with Carvel vanilla ice cream and Dole raspberries, topped with raspberries, whipped cream, chocolate syrup and shaved chocolate pieces.

- **Old Fashioned Fruit Sundae:** Carvel soft-serve vanilla ice cream and vanilla crunchies mixed with raspberry puree, topped with vanilla crunchies and Dole raspberries.

“We chose Dole for the obvious reasons,” said Gary Bales, president of Carvel. “Their high-quality fruit line has wide brand awareness and loyalty among consumers and within the food service industry. We’re very excited about partnering with them to provide our guests plenty of fruit-filled options this spring and summer.”

“Between Dole’s commitment to high-quality fruits and Carvel’s dedication to serving the freshest ice cream treats, the delicious offerings we’ve created together are sure to ‘wow’ and refresh customers in a variety of ways,” added George Rice, National Accounts Manager.

Visit www.carvel.com for more information on the Carvel-Dole promotion or to locate a retail store.

About Carvel® Ice Cream

The United States’ first retail ice cream franchise, Carvel® Ice Cream has become one of the best-loved and most recognized names in its industry. The 72-year old company is the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes, as well as a leading provider of premium soft serve and hand dipped ice cream products. Carvel currently operates more than 570 franchised and food service locations, and sells its famous ice cream cakes in over 8,500 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in Rocky Hill, Conn.

About Dole® Food Company

Dole Food Company, Inc., with 2006 revenues of \$6.2 billion, is the world’s largest producer and marketer of high-quality fresh fruit, fresh vegetables and fresh-cut flowers. Dole markets a growing line of packaged foods and frozen fruit and is a produce industry leader in nutrition education and research.

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