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**Jelly Belly Ice Cream Parlor Flavors!
*Licensed Cold Stone Creamery Line***

FAIRFIELD, CALIF. -- (May 7, 2008) -- The original gourmet jelly bean and the ultimate ice cream experience come together with the release of five exclusive flavors of Jelly Belly® jelly beans inspired by Cold Stone Creamery® Signature Creation™ ice cream flavors.

The new flavors of Jelly Belly beans are Mint Mint Chocolate Chocolate Chip®, Chocolate Devotion™, Our Strawberry Blonde™, Apple Pie A La Cold Stone® and Birthday Cake Remix™. Each jelly bean has tasteful complexity with highlights at just the right proportion to achieve a little bit of ice cream heaven. Creaminess throughout and multiple flavor notes make these five flavors remarkably delicious.

The licensing deal jointly announced earlier this year marks the latest move by the inspired candy makers at Jelly Belly to bring jelly bean aficionados more surprising and delicious flavors. The new Cold Stone Creamery® Ice Cream Parlor Mix of Jelly Belly jelly beans are shipping now to retail stores nationwide.

Fun Ice Cream Facts

- July is National Ice Cream Month
- Chocolate syrup is the favorite topping to put on ice cream.
- The United States is the top ice cream consuming country in the world, followed closely by Australia.
- In 1812, first lady Dolly Madison served ice cream at the second inaugural ball.
- In 1984 President Ronald Reagan declared July as National Ice Cream Month. He decreed that patriotic Americans should mark the month with "appropriate ceremonies and activities."

Additional information is available from JellyBelly.com or Jelly Belly Hotline at (800) 522-3267.

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