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FOR IMMEDIATE RELEASE:

Yarnell's announces 2010 Spring Feature Flavor

Searcy, Arkansas - Tuesday, February 25, 2010 – Arkansas' only ice cream company has once again teamed up with Arkansas' largest festival to bring you "The Ultimate Riverfest Weekend". One lucky winner will receive the ultimate getaway weekend gift package, with an estimated value of \$3,500. The package includes two weekend tickets to Riverfest 2010, May 28-30 in downtown Little Rock & North Little Rock and two VIP invitations to the Datamax/Micro VIP Pavilion, located on the festival site and open all festival hours. The winner will also receive a two-night stay at The Peabody Little Rock for Friday, May 28 & Saturday, May 29, dinner for two at Capriccio Grill at the Peabody, and a gift basket filled with Riverfest goodies and Yarnell Ice Cream gift certificates.

This year's special edition pint is Riverfest Fried Ice Cream that will bring a world of festivities and fun to your taste buds. This limited edition flavor contains cinnamon caramel ice cream with cinnamon honey swirls and real tostada pieces. Yarnell's Riverfest Fried Ice Cream is the event you've been waiting for – an uplifting explosion of taste and tradition. Unique five-digit official Ultimate Riverfest Weekend codes are available in specially marked packages of Yarnell's Riverfest Fried Ice Cream flavor pints. Each code can be used to enter online at www.riverfestarkansas.com for a chance to win the Ultimate Riverfest Weekend.

Yarnell's Ice Cream can be found in 352 retail locations across Arkansas with additional locations in parts of Tennessee and Mississippi. Customers can expect Riverfest Fried Ice Cream to begin appearing in stores the first week of March throughout the region. To find out more call 1-800-927-6355 or visit www.yarnells.com

About Yarnell's

Yarnell's Ice Cream was founded in 1932 and prides itself on delivering great tasting premium ice cream with a touch of Southern flair. It is a family owned company located in the heart of Searcy, Arkansas, with products sold in Arkansas, Mississippi, and Tennessee. For more information visit www.yarnells.com

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