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FOR IMMEDIATE RELEASE:

Yarnell's Debuts Single Serving Frozen Yogurt Cups

Searcy, Arkansas - Wednesday, December 23, 2009 - Yarnell's Ice Cream has packaged its popular Vanilla and Chocolate Frozen Yogurt in convenient 3.5-oz cups just in time for the new year's resolutions. Tasty Treat 24-count packs will be available at Sam's Club® warehouse stores in eleven states (Alabama, Arkansas, Iowa, Kansas, Louisiana, Missouri, Mississippi, Nebraska, New Mexico, Oklahoma and Texas) during their health and wellness promotional period of December 26 through March 2010.

Yarnell's Frozen Yogurt offers superior taste and quality and each cup is only 100 calories with 1.5 grams of fat. The 3.5-oz cups were designed to be a healthy snack or dessert when consumed in moderation along with a healthy diet. Yarnell's Frozen Yogurt contains the following benefits to aid in overall health and well-being:

- 1) Natural Dairy Protein** from fresh milk, skim milk and cream. 3 grams protein per serving.
- 2) Natural Flavors** Pure vanilla extract and cocoa powder are the sources of the classic flavors in the Vanilla and Chocolate treats.
- 3) Probiotics** "gut friendly" Bacteria (*S. thermophilus*, *L. bulgaricus*, *L. acidophilus*, *Bifidobacteria*, *L. casei*). These yogurt bacteria are cultured after pasteurization in a skim milk base and added to the yogurt mix prior to freezing. This culturing process allows the bacteria to proliferate and add the beneficial micro flora to the digestive tract. Some strains of bacteria have been shown to boost the immune system and promote digestive health.
- 4) Prebiotics** (fiber) in the form of Inulin (Chicory Root Extract) is also a beneficial addition to Yarnell's Frozen Yogurt. This fiber promotes the growth and proliferation of the beneficial bacteria in the intestinal tract. These pro- and pre-biotics work together symbiotically and have been shown to help the digestive system battle these conditions: lactose intolerance, constipation, diarrhea, colon cancer and IBS.
- 5) Added Calcium** to aid in bone development and maintaining bone density. Calcium has been shown to decrease instance of Osteoporosis.

To find out more, call 1-800-927-6355 or visit www.yarnells.com. A list of Sam's Club® locations can be found at www.yarnells.com/novelties.html.

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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