

## Press Release

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### CARVEL PROMOTES SALES OF ICE CREAM CAKES WITH *THE POLAR EXPRESS* PARTNERSHIP

Just when you thought Carvel couldn't pack any more fun into its boxed cakes, Carvel announces an exciting sweepstakes partnership with Warner Home Video.. Anchored by the re-release of Warner Bros. and Shangri-La Entertainment's holiday hit film, *The Polar Express*, Carvel will reward their ice cream cake fans with cool prizes.

Starting November 19<sup>th</sup>, specially-marked Carvel ice cream cakes sold into the grocery channel will feature an instant-win game piece inside. One winner will find the grand prize, a \$5,000 American Express gift card, while five first prize winners will find vouchers for an entertainment package to include a plasma HDTV and DVD player with which to watch the new release. 100 others will find a coupon good for a free *The Polar Express* DVD.

A national FSI drop will be the primary support for the promotion at a circulation of over 22 million households, driving consumers to the 8,600 grocery retailers across the country that carry the frozen cakes.

Out-of-store support includes a feature on Celebrationfoods.com, the cake manufacturer's homepage, and radio advertising in 8 major markets. In-store support includes header card displays, static cling point-of-sale, and poster signage.

"*The Polar Express* has become a holiday classic that, like Carvel, is enjoyed by all ages," states Tim Shanley, President of Celebration Foods. "It's a wonderful story that captures the spirit of the holidays and at Celebration Foods we focus on making the holidays and any special occasion truly joyous with our wide variety of Carvel ice cream cakes."

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**MatchPoint Marketing**, a wholly-owned subsidiary of Acosta Sales and Marketing, is a full-service marketing agency that partners with consumer packaged goods (CPG) manufacturers and major retailers to create strategic promotions, advertising and in-store campaigns. Instrumental in generating consumer awareness, building brand equity and increasing sales, MatchPoint's campaigns are known for combining strong creative concepts with detailed execution. For more information on MatchPoint visit [www.matchpointmarketing.com](http://www.matchpointmarketing.com) or call 412-494-2468.

**Celebration Foods**, a division of FOCUS Brands, Inc., is the marketer, manufacturer, and distributor of leading high-quality frozen desserts for all occasions, including Carvel ice cream cakes and desserts. Headquartered in Rocky Hill, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% share and distribution now reaching over 43 states in leading supermarkets, supercenters, and club stores. For more information on Celebration Foods, visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

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## **About The Polar Express**

Castle Rock Entertainment Presents, in Association with Shangri-La Entertainment, a Playtone / ImageMovers / Golden Mean Production of a Robert Zemeckis Film: Tom Hanks in The Polar Express. Directed by Robert Zemeckis from a screenplay by Zemeckis & William Broyles, Jr., the film is produced by Steve Starkey, Robert Zemeckis, Gary Goetzman and William Teitler and is based on the book by Chris Van Allsburg. Tom Hanks, Jack Rapke and Chris Van Allsburg are the executive producers. The production team includes directors of photography Don Burgess, A.S.C. and Robert Presley; production designers Rick Carter and Doug Chiang; and editors Jeremiah O'Driscoll & R. Orlando Duenas. Senior visual effects supervisors are Ken Ralston and Jerome Chen. Co-producer is Steven Boyd. Music score is by Alan Silvestri, and original songs by Glen Ballard and Alan Silvestri. The Polar Express is distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company. Soundtrack album on Warner Sunset/Reprise Records. This film is rated G by the MPAA. For more information, please visit [www.polarexpressmovie.com](http://www.polarexpressmovie.com).

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"The Polar Express" available from Warner Home Video (WHV Logo)