

WHAT THE FUDGE? LOVIN' SCOOPFUL ICE CREAM ADDS 400 STORES TO EAST COAST DISTRIBUTION

Premium ice cream founded by Maria Shriver now available at all Stop & Shop, Giant, and other Ahold USA banners throughout the east coast



SEATTLE – (April 14, 2014) – [Lovin' Scoopful](#), a Seattle-based premium ice cream company founded by Maria Shriver, Tim Shriver and partners, to benefit Special Olympics and other nonprofits that help empower the human spirit, has increased its distribution of Lovin' Scoopful Gourmet Light Ice Cream to more than 400 stores throughout the eastern United States to include all Ahold USA stores, including Stop & Shop, Giant Food, Martin's Food Market, Giant Food Stores and Peapod Stores.

"With the addition of these great stores, we have increased our store presence across the country by nearly 20 percent, allowing us to better serve our growing customer base," said Dan Samson, co-founder of Lovin' Scoopful. "

New flavors to the east coast include: What the Fudge, Lovin's exotically rich Out of This World Chocolate smothered with thick fudge; and Moose Tracks, a combination of peanut butter cups and fudge slathered in vanilla ice cream. In addition, Lovin' Scoopful changed its packaging to a 'sqround' tub, allowing it to fit into additional store shelving models. The new sqround packaging will roll out nationwide in 2015.

Made with an all-natural base, Lovin' Scoopful Gourmet Light Ice Cream contains half the fat of premium ice cream brands, providing a healthier alternative while maintaining a super-premium taste.

Lovin' Scoopful Gourmet Light Ice Cream retails for \$3.75 to \$4.99 and is available at select grocery stores around the country. For more information, including a full list of retailers, please visit www.lovinscoopful.com. Follow Lovin' Scoopful on Facebook at www.facebook.com/lovinscoopful and on Twitter at www.twitter.com/LovinScoopful.

About Lovin' Scoopful:

Lovin' Scoopful is a premium ice cream company operating with the objective of making not only its customers happy, but also making many others happy through significant contributions to causes that help empower the human spirit. Maria Shriver, Tim Shriver, Angelo Moratti and Dan Samson launched Lovin' Scoopful in 2008 with the intent of offering a high quality, fun and health conscious product that would also serve as an ongoing source of revenue for worthy causes. Currently, the company is proud to donate 25 percent of its post-tax profits, \$50,000 minimum annually, to Special Olympics.

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