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***Ten Moms Honored as Finalists in “Edwards Goes To”™ Contest for Outstanding Achievement in Motherhood
Makers of Edwards® Frozen Desserts to Send One Mom to Hollywood for World Premiere of “You Again”***

BLOOMINGTON, Minn. (May 12, 2010) – While Mother’s Day comes around only once a year, 10 deserving moms have earned an extended moment in the spotlight. The makers of *Edwards®* frozen desserts have announced the top 10 mom finalists in the first-ever “*Edwards Goes To*”™ contest, making them eligible for the chance to win a grand-prize trip for two to Hollywood, Calif., including tickets to the red-carpet World Premiere of Touchstone Pictures’ major motion picture “*You Again*.”

In the “*Edwards Goes To*”™ contest, Americans were invited to recognize outstanding mother figures in their lives for their selfless dedication to others by sharing heart-felt essays of appreciation and admiration. With the top finalists chosen, now it’s time for America to read their inspiring stories and vote for who they feel is most deserving of the “*Edwards Goes To*”™ award by visiting the *Edwards®* Desserts Facebook Page at www.facebook.com/edwardsdesserts now through June 6, 2010.

“All too often hard-working moms don’t get the recognition they deserve, so through the ‘*Edwards Goes To*’™ contest, we’re acknowledging their selfless efforts and dedication to others,” said Laura Keogh, *Edwards®* brand manager. “And while only one mother will win the grand-prize trip of a lifetime, our *Edwards®* Singles desserts allow moms to easily indulge in me-time in the comfort of their own homes anytime they choose.”

The Sweet Grand-Prize

The grand-prize winner of the “*Edwards Goes To*”™ contest, selected by a panel of qualified judges, will be rewarded with two tickets to the red-carpet World Premiere of Touchstone Pictures’ comedy “*You Again*,” starring Kristen Bell, Jamie Lee Curtis, Sigourney Weaver, Odette Yustman, Kristin Chenoweth, Victor Garber and Betty White, in September. This first-class trip for two to Hollywood, Calif., will have the winner and her guest feeling like celebrities with round-trip airfare, five-star hotel accommodations and a supply of *Edwards®* Singles À La Modes to enjoy all year long.

Facebook Fan Favorite

The mom finalist who receives the most online votes will be honored as the “Facebook Fan Favorite.” This winner will receive a “party in a box” to host a red-carpet-inspired viewing party with entertaining essentials, such as a gift card to an online party retailer, a gift card to a local grocer that carries *Edwards®* Singles desserts, a year subscription to an entertainment magazine and a camera for filming her party. The makers of *Edwards®* frozen desserts are also offering a sweet reward for people who participate in the Facebook Fan Favorite poll at www.facebook.com/edwardsdesserts with a \$1.00 off e-coupon good for any *Edwards®* Singles dessert (while supplies last).

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All Finalists Are Winners

All ten finalists will be treated to a pampering spa experience with a \$500 gift card to SpaFinder.com. Finalists will also be rewarded with enough *Edwards*® Singles desserts to stock their freezers, including the new varieties of *Edwards*® Singles Á La Modes – Hot Molten Lava Chocolate Cake with Creamy Ice Cream, Hot Chocolate Chip Cookie with Creamy Ice Cream and Hot Apple Crumb Cake with Creamy Ice Cream. Each easy-to-prepare dessert bakes hot in the microwave in less than one minute and is topped with cool creamy ice cream for a compete à la mode experience.

And The Finalists Are...

All contest essays were judged on poignancy, creativity and originality by a panel of qualified judges. The top 10 finalists of the "*Edwards Goes To*"™ contest, listed alphabetically by last name, are:

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|-------------------------|----------------------------|
| * Tonya Rene' Amerson | * Kathy Osterfeld |
| * Deborah Dunn | * Robin Patterson |
| * Patti Boles Grant | * Bonnie Mapes Silver |
| * Tia Hamm | * Robbie Taylorson |
| * Denise Jaresh Higgins | * Tiffany Schultz VanScoyk |

The Facebook Fan Favorite will be revealed the week of June 8, 2010, after all votes have been tallied. Check back to the *Edwards*® Desserts Facebook Page in July, 2010, for the announcement of the grand-prize winner. For official contest rules, please visit <http://edwardsdesserts.com/rules.aspx>.

About the movie

Successful PR pro Marni (Kristen Bell) heads home for her older brother's (Jimmy Wolk) wedding and discovers that he's marrying her high school arch nemesis (Odette Yustman), who's conveniently forgotten their problematic past. Then the bride's jet-setting aunt (Sigourney Weaver) bursts in and Marni's not-so-jet-setting mom (Jamie Lee Curtis) comes face to face with her own high school rival. The claws come out and old wounds are opened in this crazy comedy that proves that not all rivalries are forever. Become a fan on Facebook: <http://www.facebook.com/YouAgainMovie>.

About the *Edwards*® Brand

The *Edwards*® Brand is part of the national brand portfolio of Schwan's Consumer Brands North America, Inc., an international leader in the frozen foods industry. Based in Bloomington, Minn., Schwan's Consumer Brands employs more than 2,600 people, and has marketed and distributed premium frozen foods since 1970. As the retail grocery subsidiary of The Schwan Food Company, Consumer Brands offers trusted brands that are represented in more than 50,000 retail outlets across the United States. Its brands include *Red Baron*®, *Freschetta*®, and *Tony's*® pizzas, *Asian Sensations*® snacks and appetizers, *Larry's*® potatoes, and *Mrs. Smith's*® and *Edwards*® pies and desserts. For more information about *Edwards*® Singles with Ice Cream Desserts, go to www.EdwardsDesserts.com.

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