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National Survey Finds Women Scaling Back on Simple Indulgences *Experts Offer Easy, Budget-Friendly Solutions for Self-Pampering, Such as Enjoying New Edwards® Singles Á La Modes Desserts*

BLOOMINGTON, Minn. (August 4, 2009) – Women across the country are changing their habits to meet the demands of increasingly busy schedules and tightened wallets by setting aside life’s simple pleasures and putting themselves at the bottom of the to-do list. In fact, a new survey commissioned by the makers of *Edwards®* frozen desserts finds more than nine in 10 American women have cut back on indulgences during the past year*. While avoiding extravagant luxuries may seem like a necessity these days, finding convenient and affordable ways to reward yourself daily can help bring a little sweet serenity back into your life.

Survey Paints Picture of Women Making Sacrifices

These days, simple indulgences may be hard to come by as downsizing and cutting back have been the name of the game. Fifty-nine percent of survey respondents are cutting back on events out with friends and more than one-third (35%) are cutting back on even the smallest treats, such as manicures and desserts. The survey also found that:

- Fifty-six percent of women say they don’t treat themselves as often as they’d like because they can’t afford to
- Nearly all (94%) American women in the study admit that they don’t indulge or treat themselves as often as they’d like because other people or commitments come first
- Nearly a third (32%) of women say they now have less free time for themselves than they did a year ago

Small Rewards Offer Sweet Peace of Mind

Unwinding from the day’s pressures can be as simple as saving a few minutes for yourself. And treating yourself to something small, like a delicious dessert, is still important despite these tough times.

The makers of *Edwards®* frozen desserts recently launched *Edwards®* Singles Á La Modes, located in the frozen pie section of your grocers’ freezers. Baked hot from the microwave in under one minute with no mixing, even the busiest of dessert lovers can enjoy a Hot Turtle Brownie, Hot Fudge Brownie or Hot Apple Crisp topped with cold, creamy ice cream as a sweet way to unwind and reward themselves.

Heather Reider and Mary Goulet, online radio hosts and founders of MomsTown.com, are no strangers to finding convenient and affordable ways to treat themselves. As working mothers, they know it’s important to be wise about spending, but find squeezing simple indulgences into life can make all the difference.

“Self-pampering may seem like the last thing on your mind these days, but treating yourself to something special is so critical to relieving the stress of every day life,” says Reider. “A personal treat does not have to break the bank and can be as simple as an at-home facial or sneaking a dessert in at the end of the day,” adds Goulet.

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**The Edwards® Singles Dessert Survey is a nationally representative telephone survey of 516 American Women, ages 18 and over, conducted between June 30 and July 7, 2009. The margin of error for the overall study is +/- 4.3% at the 95% confidence level.*

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Reider and Goulet offer the following tips to ensure American women are kicking back, relaxing and still fitting simple indulgences into their lives:

The Silent Treatment – In today's age of technology, there are way too many ways for people to get in touch with us. Turning phones and PDAs off can be the best way to maintain sanity. Home phones, cell phones, email, instant messaging, pagers, not to mention the multiple ways you get pinged when you turn on the computer. Get serious about your silent treatment and turn off the technology. You deserve a little peace and quiet.

Bring Nature Indoors – A great way to nurture yourself is to enjoy the great outdoors inside the home. Cultivate a container garden. This could be a window box, urn, basket, round fish bowl, or a Bonsai plant. This is especially good for chilly winter months to brighten your day.

Essential Essence – Treat yourself to the power of fragrance. Aromatherapy sachets placed in your drawers is a sensational way to feel good without having to do or spend much at all. If you're looking for an energizing scent, try citrus, peppermint or bergamot. To take the stress down a few notches, go with lavender, chamomile, sandalwood or ylang-ylang. You deserve to tickle your nose.

Back to Basics – The important thing to remember is to put yourself at the top of the to-do list every once in a while. Simple indulgences, like an *Edwards® Singles Á La Modes* dessert, is a quick and easy way to treat yourself to something sweet, as well as fill your kitchen with a delicious home-baked aroma.

"Generations of women have looked to *Edwards®* frozen desserts to treat their family and friends. Now new *Edwards® Singles Á La Modes* give them an easy way to put a little indulgence back into their own lives," says Laura Keogh, *Edwards®* Brand Manager. "We also recognize that these days many women have their own creative ways to unwind and reward themselves without breaking the bank, and we want to be a conduit for them to share these ideas with others."

Simple Indulgences Spa Sweepstakes

To encourage women to share their tips on simple indulgences and how they prefer to unwind and rejuvenate, the makers of *Edwards®* frozen desserts are hosting the "Simple Indulgences Spa Sweepstakes" on *EdwardsBaking.com* from now through October 9, 2009. Participants can sign-up to receive a coupon for \$1.00 off one package of delicious and indulgent *Edwards® Singles Á La Modes* desserts and enter for a chance to win one of 10 \$500 SpaFinder.com gift cards to treat themselves to a relaxing spa experience.

For more information on *Edwards® Singles Á La Modes* desserts, the "Simple Indulgences Spa Sweepstakes" and complete rules, visit EdwardsBaking.com.

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 North America, Inc., employs more than 2,600 people, and markets and distributes 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, *Wolfgang Puck®* gourmet 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.EdwardsBaking.com.

The Schwan Food Company is the largest, privately held manufacturer and marketer of fine frozen foods in the United States and operates production and distribution facilities across the United States, and in France and Canada to serve customers in more than 25 countries through home delivery, retail grocery and foodservice channels. Headquartered in Marshall, Minn., for more than 50 years, The Schwan Food Company subsidiaries have employed about 18,000 people. To learn more about the company, visit www.TheSchwanFoodCompany.com.