



FOR IMMEDIATE RELEASE
April 4, 2008

Contact: Cresta Lewis
513-333-4705
clewis@sunriseadvertising.com

West Chester Can Now Share the Love of Graeter's *Graeter's newest location opens in West Chester's University Pointe*

One of the most well-known Cincinnati brand icons is growing again. Graeter's, known for its famous premium ice cream, will officially open its 14th Cincinnati area location at 7651 Cox Lane in West Chester on Friday, April 4, 2008 (there will be a soft opening the week of March 31). The new Graeter's will be an anchor store in University Pointe.

Occupying a 3,200-square-foot space, the store will offer the full array of items available at other Graeter's locations - including its famous irresistible ice cream, as well as candy items, baked goods and coffee.

Graeter's official grand opening ceremonies will begin at 11 a.m. April 4 when West Chester dignitaries and other local officials help the Graeter family serve the first celebratory scoops of ice cream to customers. From 11 a.m. until 1 p.m. that day, Graeter's will dish up free mini scoops of ice cream to the West Chester community. In addition, Graeter's will donate \$1,000 to the West Chester Friends of the Library.

"We're thrilled to open this location and serve customers in such a vibrant, growing area," said Richard Graeter, fourth generation owner of Graeter's. "The West Chester area is booming and Graeter's is proud to be part of this community's continued growth and success."

Graeter's newest addition, located at 7651 Cox Lane in University Pointe, will be open 6:30 a.m. to 10:45 p.m. Monday through Saturday and 9 a.m. to 10:45 p.m. Sunday. The phone number for the West Chester location is 513-755-2236.

About Graeter's

Graeter's is a Cincinnati brand icon, with national prestige, that has become synonymous with indulgent taste experiences since 1870. Known nationally for its famous French Pot ice cream, Graeter's is one of the oldest continuously family-owned ice cream makers in the country. The founder's great grandsons still faithfully use the finest quality ingredients, trusted recipes and original methods of production in the Cincinnati manufacturing facility. In addition to ice cream, Graeter's product offering includes an extensive line of candy and bakery products sold throughout 14 stores in Cincinnati. Graeter's also has 30 regional franchise stores in Columbus, Dayton, Northern Kentucky, Louisville and Lexington. To learn more about Graeter's, go to www.graeters.com.

###