



Planalytics Contact: David Frieberg, phone 610.407.2905  
dfrieberg@planalytics.com

## Planalytics Press Release

# Dreyer's Grand Ice Cream Looks to Scoop Up Sales with Planalytics Business Weather Intelligence

WAYNE, PA, August 24, 2009 – Planalytics Inc. announced today that Dreyer's Grand Ice Cream, Inc., has subscribed to Planalytics' Consumer Insights<sup>SM</sup> Service. Dreyer's, the leading ice cream manufacturer in the U.S., will use Planalytics to analyze and plan for how weather influences consumer demand for its products.

Planalytics Consumer Insights identifies when and where demand for Dreyer's products will be stronger or weaker due to weather conditions. Through its Weather-Driven Demand (WDD) indices, Planalytics calculates the specific impact to Dreyer's business. "To effectively manage the opportunities and risks of weather, companies need to translate temperatures, precipitation and other variables into meaningful business terms," said Fred Fox, Planalytics' President & CEO. "This is exactly what Planalytics is doing for Dreyer's and our other clients."

"We need to know how weather will affect specific regions and the impact on retail customers," said Tom Vogel, Director, Supply Chain Integration for Dreyer's. "This capability gives us the opportunity to work with our retail partners to maximize sales and service levels despite challenging weather. During good weather, it ensures we have inventory in place to meet increased demand."

### **About Dreyer's Grand Ice Cream, Inc.**

Dreyer's manufactures, markets and distributes a full spectrum of ice cream and frozen snacks. The company's premium products are marketed under the *Dreyer's* brand name throughout the Western states and Texas, and under the *Edy's*<sup>®</sup> brand name throughout the remainder of the United States. Brands manufactured or distributed by Dreyer's in the United States include *Dreyer's/Edy's*<sup>®</sup> Grand, *Slow Churned*<sup>®</sup>, *Dibs*<sup>®</sup>, Loaded, MAXX, Fruit Bars, *Nestlé Crunch*<sup>®</sup>, *Drumstick*<sup>®</sup>, *Butterfinger*<sup>®</sup>, *Toll House*<sup>®</sup>, *Push-Up*<sup>®</sup>, *Delicias*, *Frosty Paws*<sup>®</sup>, *Eskimo Pie*<sup>®</sup>, *The Skinny Cow*<sup>™</sup> and *Häagen-Dazs*<sup>®</sup>. Internationally, the *Dreyer's* brand extends to select markets in the Far East and the *Edy's* brand extends to the Caribbean and South America. For more information on the company, please visit [www.dreyersinc.com](http://www.dreyersinc.com).

### **About Planalytics, Inc.**

Planalytics Inc. is the singular global source of Business Weather Intelligence<sup>®</sup> – the actionable information companies need to understand and optimize the impact of weather on their business. Weather is the most volatile of all external factors affecting business performance and Planalytics helps companies proactively manage this risk. Powered by an unparalleled database of weather's financial and volumetric impacts, proprietary forecasting technologies and market-specific expertise, Planalytics' Business Weather Intelligence is essential to any company, in any industry, looking to effectively shape strategies, pinpoint opportunities and make more profitable decisions. For more information, visit [www.planalytics.com](http://www.planalytics.com).