

For Immediate Release

Contact: Leslie Woten
Account Executive, Justice & Young, Inc.
513.388.4706
leslie@jypublicrelations.com

National Etiquette Expert Recommends Graeter's For the Holidays *The Posts Agree Cincinnati's Favorite is Perfect 'Thank You' for Host or Hostess*

Cincinnati, OH – December 6, 2004 – Guests attending a party should provide the host or hostess with a gift, a token of appreciation for their hospitality. During this most wonderful time of the year with frequent parties and gatherings, what gift stands out and says Thank You in good taste—no matter the occasion? Etiquette experts from the Emily Post Institute agree that one perfect gift is Cincinnati's own Graeter's Ice Cream.

"We've always believed Graeter's ice cream, baked goods and candy are perfect gifts for any occasion," says Graeter's Executive Vice President Richard Graeter. "To be recommended by the Emily Post Institute as an irresistible holiday gift is an honor. We serve our customers premium products in our stores and around the country with our shippers everyday. Every person who hosts a party during the hectic holiday season deserves to indulge in a little quiet time with Graeter's Ice Cream."

"Guests often struggle to choose that perfect gift for a host or hostess who has shown them a wonderful time," says Peggy Post. "Whether it's a thank you for an evening dinner party or an overnight stay, Graeter's Ice Cream makes a great hostess gift. What better way to indulge someone who has just entertained you and welcomed you into their home." Post points out that guests can arrange to have Graeter's shipped the day after a party or overnight visit, allowing the host or hostess to relax and enjoy at their leisure. Any gift that requires a host to turn away from the task at hand—entertaining—is not the best choice. "That's what makes Graeter's such an appealing choice," Post says.

Graeter's ice cream pints and can be packed in dry ice for those who have long distances to travel this holiday season. Graeter's can also ship six or twelve pints of your favorite flavors anywhere in the continental United States. Also, Graeter's Gift Cards are now available.

The Emily Post Institute includes etiquette experts and authors Peggy Post, Peter Post and Cindy Post Senning, Ed.D. With more than a dozen etiquette books currently available, including the newly release "Emily Post's Etiquette, 17th edition," and "The Guide to Good Manners for Kids," the Institute serves as America's civility barometer. Peggy writes monthly columns in Parents and Good Housekeeping magazines and is the etiquette expert at WeddingChannel.com, the Internet's most popular wedding resources for engaged couples. The Posts conduct hundreds of media interviews annually and have appeared on programs including Dr. Phil, The Today Show, Live with Regis & Kelly, Oprah!, The View and Good Morning America.

Since it's founding in 1870 by Louis Graeter, Graeter's French Pot ice cream, handmade confections and fresh baked goods have become traditions in the Queen City. Today, the Graeter's family, consisting of three grandchildren and three great grandsons of Louis Graeter, still faithfully use the finest quality ingredients, trusted recipes and methods of production in the Cincinnati plant. Graeter's has 12 stores in Cincinnati, 11 in Columbus, 2 in Dayton, 2 in Northern Kentucky, 5 in Louisville and 4 in Lexington. More information can be accessed at www.graeters.com or by calling 513.721.3323.

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Editor's Note: Richard Graeter Available for Interview