



Yarnell Ice Cream Co.  
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**FOR IMMEDIATE RELEASE:**

Searcy, Arkansas - Tuesday, April 26, 2010 - Yarnell's Ice Cream of Searcy, has just introduced a "Gold Code" customer rewards program as a means of showing appreciation to loyal customers. While many consumer-goods rewards programs have been introduced recently, this is the first program of its kind to hit the frozen dairy dessert industry.

**Deposit just three codes and get a free 1.5 qt carton of Yarnell's.** Starting this month, 19 of Yarnell's frozen yogurt and ice cream products will be released in specially-marked packages with a unique, alphanumeric code on the bottom of the container that has a redeemable point value. For every 1.5 qt carton of Yarnell's Ice Cream purchased, a customer can receive 25 Gold Code rewards points. While 25 Gold Code points is good for \$1.00 off a Yarnell's product, 75 points earns customers a gift certificate for a free 1.5 qt carton of their choosing.

CEO Christina Yarnell recently explained her motivation, "My family has been serving ice cream for close to 80 years, and because we have the very best customers in the world, we felt like a rewards program was the right way to recognize their loyalty and show our gratitude."

"The great part about the Yarnell's Gold Codes program is that it's completely free to customers," said Yarnell. All a consumer has to do is go on-line and sign-up and register at Yarnells.com. From there, every time they purchase a new 1.5 qt Yarnell's product they log on to their account, bank points and redeem coupons.

To encourage customers to take advantage and register, Yarnell's is offering an initial 25 rewards points just for signing up. For more information on the Yarnell's Gold Codes program, visit [www.yarnells.com](http://www.yarnells.com).

*About Yarnell's*

Yarnell's Ice Cream was founded in 1932 and prides itself on delivering great tasting premium ice cream with a touch of Southern flair. It is a family owned company located in the heart of Searcy, Arkansas, with products sold in Arkansas, Mississippi, Tennessee, and portions of surrounding states.

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