



July 7, 2004

Rusty Lucas
PO Box 422
Sandusky, OH 44871

Dear Rusty:

Thank you for wanting to share your creativity with us! Some of our best-selling flavors were suggested by consumers just like you, including Cherry Garcia ice cream, Chubby Hubby ice cream and Chunky Monkey ice cream!

We are always happy to receive ideas for flavors or new products, provided they are offered with no expectation of monetary award (though we often give publicity to the authors of unique ideas that we actually market).

You can send us your idea using the "Suggest-a-flavor" form under the Contact Us section on our website at www.benjerry.com. If you are under the age of 18, please review the "Ben & Jerry's Agreement and Policy Concerning Suggestions" on our website with your parent or guardian and have them fill out the form for you.

Thanks for caring and taking the time to contact us. If you have any questions, please give us a call at (802) 846-1500 between 9:00a.m. and 5:00p.m. EST Monday through Friday. Ask for Consumer Affairs.

Flavorably Yours,

Consumer Affairs

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Hey! We respect your privacy, so we'd like you to know that we've saved your name and address and we might be contacting you in the future. We've got a great privacy policy which we'd be happy to share with you. To get a copy or to let us know you'd rather we didn't contact you, visit our website, http://www.benjerry.com/our_company/privacy/, or give us a call at (802) 846-1500 M-F, 9-5 ET and ask for Consumer Affairs.



55¢ OFF BEN & JERRY'S!

This coupon is valid towards the purchase of any pint of Ben & Jerry's Ice Cream, Low Fat Ice Cream or Frozen Yogurt.



Dealer: We will reimburse you face value of this coupon plus 8¢ handling if you & your customer comply with the terms of this offer. Any other use constitutes fraud. Coupon must be redeemed in accordance with Ben & Jerry's coupon redemption terms. Mail properly redeemed coupon to Ben & Jerry's, PO Box 880350, El Paso, TX 88588-0350. Void if copied, transferred, prohibited or restricted. Cash value 1/20 of 1¢.
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Your satisfaction guaranteed or your money back. Please see package for details.



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Store Location

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Store Location Maximum \$5.00 Value Retail Price \$

Dealer: We will reimburse you face value of this coupon plus 8¢ handling if you & your customer comply with the terms of this offer. Any other use constitutes fraud. Coupon must be redeemed in accordance with Ben & Jerry's coupon redemption terms. Mail properly redeemed coupon to Ben & Jerry's, PO Box 880350, El Paso, TX 88588-0350. Void if copied, transferred, prohibited or restricted. Cash value 1/20 of 1¢.
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Your satisfaction guaranteed or your money back. Please see package for details.



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