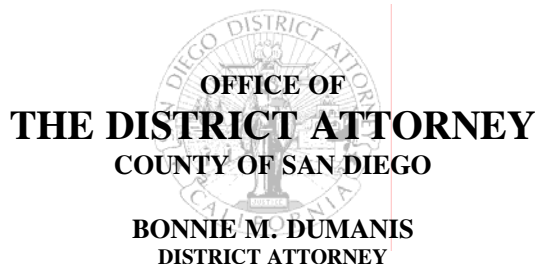


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For Immediate Release
May 15, 2007

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Baskin-Robbins Ordered to Pay Almost \$500,000 for Not Delivering As Advertised

San Diego District Attorney Bonnie M. Dumanis announced today that her office, in conjunction with the California Attorney General's Office, filed and settled a consumer protection lawsuit against Baskin-Robbins ice cream stores. The lawsuit, filed in San Diego Superior Court, alleged that Baskin-Robbins' franchisees throughout the State of California advertised hand-packed ice cream in pint sizes but delivered containers that were not full of ice cream, in violation of state laws.

Baskin-Robbins agreed to settle the case and the Court ordered the company to pay a total of \$491,164 in penalties and costs.

"Our office works hard to ensure that consumers receive exactly what is advertised to them," said DA Dumanis. "It's important to hold businesses accountable—even when it comes to ice cream—and we will continue to make sure the public gets what it pays for."

The violations were discovered by Weights and Measures officials in 29 counties in California who performed inspections at 188 locations. Baskin-Robbins stores advertised their small hand-packed ice cream as "1 pint," but inspectors found that when hand-packed, the ice cream containers did not meet the advertised quantity. Inspectors purchased 416 containers and found that 343 or 83 % of the hand-packed pints were about 4 ounces short on volume.

Prosecutors filed a civil law enforcement action in the name of the People of the State of California alleging that Baskin-Robbins engaged in untrue or misleading advertising and unfair competition. Baskin-Robbins committed similar violations in 1985, and was ordered by the San Diego Superior Court not to advertise hand-packed ice cream as a "pint" unless the containers were filled to deliver a pint of ice cream by volume. Prosecutors alleged that Baskin-Robbins violated this prior court order when it sold inspectors the short-filled pint containers.

Baskin-Robbins cooperated with the prosecutors and stipulated to the entry of the final judgment, which requires Baskin-Robbins to pay penalties of \$343,000 and investigation costs of \$148,164. It also contains a court order prohibiting Baskin-Robbins and its franchisees from delivering less quantity of its products than what is advertised.

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