

MaggieMoo's International Introduces Maggie-O's Ice Cream Sandwich Made With *OREO*® Cookies

Innovative Ice Cream Sandwich Now Available at MaggieMoo's Treateries

COLUMBIA, Md. (April 2, 2007) – For years, people have affably argued over their favorite way to eat an *Oreo* cookie, whether twisting, licking or dunking it in milk. Now, a new argument seems to have emerged—whether to enjoy new Maggie-O's "as is" or to roll the thick Udderly Cream ice-cream center in mix-ins such as M&Ms, sprinkles or chocolate chips.

MaggieMoo's International (www.maggiemoos.com) recently introduced Maggie-O's, a modern ice cream sandwich pairing MaggieMoo's super-premium Udderly Cream ice cream with the number one selling cookie in America.

"Maggie-O's are a new twist on a classic snack," said Jon Jameson, CEO of MaggieMoo's International. "We believe nothing complements chocolate *Oreo* wafers better than our fresh creamy ice cream. It's a perfect match!"

Ice cream sandwiches are not a new concept, yet MaggieMoo's continues to be an innovator among super-premium ice cream retailers by taking the ice cream sandwich to the next level.

Available at Treateries nationwide, Maggie-O's can be enjoyed as is, or "rolled" in a variety of mix-ins. Customers are encouraged to use their imaginations to create their perfect variation. Maggie-O's are sold in single servings or convenient Maggie-O's Snack Packs of six. Customers also can special order Maggie-O's with their favorite ice cream flavor for parties and special events.

"Maggie-O's are the best of two worlds – delicious premium ice cream paired with a crunchy and chocolaty cookie everyone loves," said Jameson.

MaggieMoo's currently operates more than 190 Treateries across the nation. Each location features a menu of freshly made premium ice creams, mix-ins, smoothies, sorbets, ice cream cupcakes and custom ice cream cakes.

For more information about Maggie-O's or any other MaggieMoo's product, visit www.maggiemoos.com.

About MaggieMoo's Ice Cream and Treatery

Based in Columbia, Md., MaggieMoo's (www.maggiemoos.com) currently operates more than 190 Treateries across the nation. Each location features a menu of freshly made super-premium ice creams, mix-ins, smoothies, sorbets, the country's first ice cream cupcakes and custom ice cream cakes. MaggieMoo's chocolate, dark chocolate, vanilla, vanilla bean and strawberry ice cream flavors all have been awarded The National Ice Cream Retailers Association's prestigious Blue Ribbon Award, for taste, texture and overall appearance for eight years in a row. MaggieMoo's is the only national retail concept to win all five awards.

About NexCen Brands

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