

# News Release

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## **DEBARTOLOS OPEN SECOND ED & EDDIE'S HOMEMADE ICE CREAM LOCATION**

*Sale of New Flavor Benefits Boys & Girls Club During First Month*

**TAMPA** – October 21, 2003 – Ed & Eddie's Homemade Ice Cream, a popular family destination owned by Lisa DeBartolo and Nikki DeBartolo Heldfond, announce the opening of its second location at 2227 S. Dale Mabry, Tampa.

As part of its grand opening celebration, Ed & Eddie's have partnered with the Boys & Girls Club on a special fund-raiser. During the first month of operation, the new store, in conjunction with the DeBartolo Family Foundation, will feature a special flavor named in the Club's honor, in which a portion of its sales will be donated to the Club in support of its many programs.

The new 1,700 square-foot store, in which all 45 flavors are made on the premises, features tableside sitting, candy bins and a "messy face" Wall of Fame.

"We're excited that our 'made daily with the best ingredients' approach to homemade ice cream has been successful," states Lisa DeBartolo. "When the community comes to our grand opening celebration, we hope they enjoy our ice cream and support the Boys & Girls Club."

While Ed & Eddie's Ice Cream features new flavors such as "Strawberry Cheesecake" and "Toasted Coconut," it is the new flavor – "Just Add A Candle" – that is expected to draw the crowd and help the Club at the same time. The new name was selected from more than 200 entries submitted by the Club's members for the naming contest.

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“How many times do you ever get to name an ice cream flavor,” states Adina De La Flor of the Boys & Girls Club. “The kids were very creative in their names for this contest, but I think the winning selection really personifies the flavor’s great taste.

“We can’t thank Ed & Eddie’s Ice Cream and the entire DeBartolo family enough for helping our kids and our organization.”

Ed & Eddie’s original store is located at 9214 Anderson Road, Tampa.

Ed & Eddie’s Homemade Ice Cream takes great pride in providing the Tampa Bay community with more than 45 great tasting ice cream flavors made daily on the premises with only the best and most natural ingredients.

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