

News Release

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QUARTERBACK SHAUN KING TO SIGN AUTOGRAPHS AT ED & EDDIE'S HOMEMADE ICE CREAM

TAMPA - February 20, 2004 - Ed & Eddie's Homemade Ice Cream, home of "the best you've ever tasted," announces that Shaun King, quarterback of the Tampa Bay Buccaneers, will sign autographs at their 2227 Dale Mabry location on February 21st from 2:30 to 3:30 p.m.

Ed & Eddies, a popular family destination owned by Lisa DeBartolo and Nikki DeBartolo Heldfond, features 45 flavors, tableside seating, coffee drinks, hot chocolate, candy bins and a "messy face" Wall of Fame.

"I want to extend a personal invitation to every Buc fan to come and meet Shaun and, while you are here, enjoy our great ice cream," states Lisa DeBartolo.

The Ed & Eddie's Dale Mabry location opened in October and has fast become a community favorite. The original Ed & Eddie's store is located at 9214 Anderson Road, Tampa.

For more information, please call 813-251-6300

About Ed & Eddies

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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