



FOR IMMEDIATE RELEASE

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**The Ice Cream Bar, Creator of the World's First Liquor Ice Cream,
is in Discussions with Investment Companies to Manufacture Blend's®
Adult Ice Creams in Hong Kong CHINA to Commence Asian Distribution.**

MINNEAPOLIS – The Ice Cream Bar announced today that it is having discussions with several investment firms regarding the company's plans to commence production operations with Kowloon Dairy in Hong Kong CHINA to begin production and distribution of Blend's® adult ice creams throughout Asia beginning with Japan.

Blend's® is the world's first Liquor Ice Cream, containing 20% distilled spirits (a new category and class of consumer products) – has presented this investment opportunity, for manufacture in China for product launch in Japan, and then throughout the USA.

The Ice Cream Bar, Inc., (ICB) Minneapolis, Minnesota USA was incorporated in 1994, ICB has developed a revolutionary proprietary formula/process for blending alcohol with ice cream has been seeking investment capital to launch its product in Japan through major Japanese retailers. Then the company plans to launch in the US targeting large retailers that presently carry beverage alcohol products. ICB is a Sixth Stage technology company that has attracted the interest of many of the world's largest retailers including Wal-Mart and Ito Yokado. (ICB is in the Commercialization Stage – requiring equity investment for product production, marketing and sales to realize the opportunities it has developed.) See www.blendsicecream.com for company and product information, investment opportunity PowerPoint presentation, and to request information. It is a new technology and resulting category of products: frozen distilled spirits.

The product named Blend's® contains 20% distilled spirits as the flavoring system and is frozen solid (like ice cream) -- becoming the world's first intoxicating ice cream, and the world's first frozen distilled spirits product. Blend's® is manufactured, warehoused, distributed, merchandised, and handled just like ice cream -- but in the US it has lost its ice cream identity and is classified as a beverage alcohol product that is required to pay SET, state excise taxes, and FET, federal excise tax. Blend's cannot be sold next to ice cream in the US and must be sold in the beverage alcohol section or where beverage alcohol is sold.

Blend's is an exciting new product line (category/class of products) – pre-packaged, super-premium quality, made in classic ice cream drink flavors – Blend's® Grasshopper, Brandy Alexander, Whiskey & Cream, amongst its formulated, proprietary product line. (See appendix - ICB Business Plan.) The product itself is a frozen solid ice cream that contains a 20% distilled spirits flavoring system that renders Blend's with an alcohol
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content similar to distilled spirits mixed drinks: five to ten proof, on a par with wine or beer. It is the world's first intoxicating ice cream. ICB has licensed the technology to

South African and European investment groups and is currently working with investors in the US to establish a distribution company along the lines of this proposal for Blend's Asia.

The product has three primary markets: retail, foodservice and caterers. ICB had been contacted by Ito Yokado of Tokyo Japan. The company had engaged a Chicago company that specialized in frozen foods to gain exclusivity for the Japanese market. The intent then was to produce product in Minnesota and ship it to Japan. Ito Yokado had completed a pricing analysis and projected the price point 15% higher than Haagen Dazs, the current Japanese category leader. Later ICB was contacted by Sumitomo of Tokyo who sampled the product and requested that it be made Master Distributor for all of Asia. It was to realize this opportunity that Blend's Asia, an independent business enterprise, was created.

Preliminary discussions between ICB and the Kowloon Dairy of Hong Kong (KDHK) have been conducted for the purposes of establishing a co-packing relationship. It has a new production facility located in Guangdong CHINA which has enough capacity for the Japanese market and Asia's projected growth. Blend's ice creams would be produced in Hong Kong, with white mix produced in Guangdong CHINA, transported by Sumitomo to one or more of several Japanese distributors /wholesalers: Fujisan C., Ltd., in Kyoto; Yukijirushi Access Co., Ltd., Tokyo and Kanagawa; Meihan, Tokyo; Dairy Foods, national distribution; and in Japan Ito Yokado operates frozen distribution to its 7-Eleven, Lawson's, and Super Stores. Ito is the key to this market. KDHK distributes throughout Hong Kong, in the mainland of China and to Macau.

The Blend's Asia Plan is available for qualified investors, and for company and product specifics and see www.blendsicecream.com for company and product information.

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See: www.blendsicecream.com for company and product information.

NOTES TO EDITORS:

Blend's Photos available.

Orris available for telephone, live, or video, interviews.

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