



Kansas City's
Best Ice Cream



2003, '04, '05 & '06*

News Release.

Sheridan's & the KC Royals have teamed up.

Sheridan's Frozen Custard and the Kansas City Royals have a new recipe for the 2007 season.



(Overland Park, KS – April 20, 2007) Sheridan's and the Kansas City Royals have teamed up to bring you several mouth-watering opportunities to enjoy your favorite home team and Kansas City's favorite frozen custard treats. Check out Sheridan's banner just beyond the outfield wall during the game. Listen to the announcer and watch for Sheridan's messages on the Jumbotron before and during the game. Also, look for our Sheridan's stand where you can purchase tasty custard treats inside Kauffman Stadium.

Sheridan's Score Big Sixth

The bottom of the 6th inning during the 2007 season home games (81 games) will be the "Sheridan's Score Big Sixth." Listen for the announcement and the Jumbotron message to cheer on your Royals. If the Royals score in the sixth inning, fans may take their ticket stub from that game to any local participating Sheridan's location for a free frozen custard treat. The Royals score, and so do you with Sheridan's tasty frozen custard treats.



Sheridan's Sundae Sundays

During each Sunday home game (13 games) during the 2007 regular seasons, fans will be encouraged to take their Sunday home game ticket into any local participating Sheridan's store to redeem it for a free Kansas City Royal's Sundae – tasty vanilla custard with hot fudge, whipped cream and a cherry on top.

Blue Crew Partner

Sheridan's will provide a coupon to each Royals Blue Crew member. Each coupon can be redeemed at participating Sheridan's store locations for a free kids smoothie. The Blue Crew is a way for

kids to show their true blue spirit. Besides the yummy Sheridan's coupon, kids will receive merchandise, a Kauffman Stadium tour and game vouchers. Check out the Blue Crew at royals.mlb.com/kids.

Since 1998, Sheridan's has been dedicated to giving you quality frozen custard desserts with the freshest ingredients. 2006 is the fourth year in a row that *KC Magazine* has named Sheridan's the "Best Ice Cream" in Kansas City. Sheridan's has 27 stores located in 10 states with 12 locations in the Kansas City Metro area. Check out sheridansfrozencustard.com for more information.

Check out Sheridan's new, razzle, dazzle website and register your WOWIE! Card at SheridansFrozenCustard.com.

* Voted by the readers of *KC Magazine*

prepared by



strategic communications
Rick RHYNER

rrhyner@rhycom.com

84 Corporate Woods

10801 Mastin Blvd., Suite 950

Overland Park, KS 66210

voice 913.451.9102

fax 913.451.9106

