

INDUSTRIAL REVOLUTION MAKES ICE CREAM A WHOLE NEW BALL GAME

New “Play & Freeze Ice Cream Maker” Now Available to Toy, Housewares, and Sporting Goods Retailers



Redmond, WA (May 2005) – Industrial Revolution, Inc., an innovative manufacturer of outdoor recreational products, today announced it would offer its ***Play & Freeze Ice Cream Maker*** to the toy, housewares, and sporting goods retailers. Originally released and marketed as a camping product, the ***Play & Freeze Ice Cream Maker*** was met with phenomenal sales success, as it is the first and only ice cream maker in which ***fun*** is the main ingredient.

Made of durable, yet lightweight polycarbonate, ***The Play & Freeze Ice Cream Maker*** looks like a blue soccer ball. Since it's lightweight and easy-to-clean, families can take it on any social or recreational event, including parties, picnics, boating trips, and even travel.

“Ice cream is still one of the world’s most popular desserts. Since ***The Play & Freeze Ice Cream Maker*** doesn’t require electricity, families can now make ice cream just about anywhere. What we discovered, and our customers intuitively knew, was that ***Play & Freeze*** is all about enjoying good times with family and friends,” said Steve Llorente, Marketing Director for ***Industrial Revolution***.

More fun than any hand-cranking mechanism or electric ice cream maker, the ***Play & Freeze*** allows families to gather in an indoor or outdoor play area to mix fun and ice cream together. All they have to do is add ice and rock salt to one end of the ball, mix the ice cream ingredients, remove the lid from the ice cream end of the ball, pour in the mix and replace the cylinder lid. Users then hand the ***Play & Freeze*** around in a group and tell participants to shake it, pass it or roll it to one another for approximately 15 - 20 minutes (the ice cream mixture should also be stirred after 10 minutes to ensure even consistency).

The ***Play & Freeze*** makes about a pint of delicious soft-serve ice cream, and it comes with numerous recipes to make vanilla as well as other flavors. Although families can buy just about any flavor imaginable at local ice cream parlors, supermarkets or convenience stores, many consumers still prefer *home made*, because it's a fun family activity. Now, with the revolutionary ***Play & Freeze Ice Cream Maker*** from **Industrial Revolution**, America's favorite treat is as fun to make, as it is to eat.

With a suggested retail price of \$ 34.95, ***The Play & Freeze Ice Cream Maker*** is an affordable toy, housewares item, or sporting good product for any family. For additional product information visit www.icecreamrevolution.com

ABOUT INDUSTRIAL REVOLUTION, INC.

Industrial Revolution, Inc. is the maker of the Play & Freeze Ice Cream Maker. Dedicated to burning the candle at both ends to bring innovative ideas to the outdoor recreation market, Industrial Revolution, Inc. located in Redmond, Washington is the manufacturer of diverse products from their patented UCO Candle Lanterns to backpacker stove stands and golf vises. Industrial Revolution's, products are highly regarded and widely used by outdoor enthusiasts the world over. For additional information contact Industrial Revolution, Inc. at 888-297-6062 or visit www.industrialrev.com

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