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E-mail: [Sales@IndustrialRev.com](mailto:Sales@IndustrialRev.com)

Phone: 425-883-6600

## **I SCREAM, YOU SCREAM, WE ALL SCREAM... FOR MORE ICE CREAM!**

### ***The New MEGA Play & Freeze™ Ice Cream Maker Offers Twice as Much Fun and Ice Cream!***

**Redmond, WA (July 2006)** –From the overwhelming popularity of the revolutionary *Play & Freeze™ Ice Cream Maker*, the first and only ice cream maker that calls for **fun** as the main ingredient, Industrial Revolution, Inc. introduces the **MEGA Play & Freeze™ Ice Cream Maker**. Ideal for feeding the whole family or for those who like to indulge in a generous bowl of ice cream, the new **MEGA Play & Freeze™** makes twice as much homemade ice cream as the original *Play & Freeze™*!

Made of durable, light weight Lexan® plastic, the **MEGA Play & Freeze™** is only 30 percent larger than the original *Play & Freeze™* and takes about ten minutes longer to make a whole quart of homemade ice cream (the original *Play & Freeze™* makes 1 pint for smaller appetites). Great for entertaining or even curing summertime boredom, the **MEGA Play & Freeze™** requires no electricity, making it a perfect activity for both indoor and outdoor settings. To start, simply add ice and rock salt to one end, and typical ice cream ingredients (cream, sugar and vanilla) to the other. By keeping the ball in a rolling motion for about 30 minutes, families will enjoy coming up with creative ideas such as lawn bowling and hot potato to make sure the contents in the ball are continuously moving around.

“We had originally developed the *Play & Freeze™* for those who enjoy camping, but its popularity has taken it beyond that to both indoor and outdoor settings such as parties, barbecues, family get-togethers and other social activities,” said Steve Llorente, Marketing Director for Industrial Revolution, Inc. “To meet the huge consumer demand for more ice cream, we decided that we had to go a step further by creating the **MEGA Play & Freeze™** – more fun and more ice cream all in one.”

Available for \$39.95, the **MEGA Play & Freeze™** will come in a variety of bright colors and is conveniently light-weight and easy to clean. In addition, a new recipe book will be included for those who like to get crazy with unique ice cream flavors.

The **MEGA Play & Freeze™** is available at REI, ([www.rei.com](http://www.rei.com)), LLBean, ([www.llbean.com](http://www.llbean.com)) and many fine retail and online stores. For additional product information visit [www.icecreamrevolution.com](http://www.icecreamrevolution.com).

**About INDUSTRIAL REVOLUTION, INC.**

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 unique UCO Candle Lanterns to the Play & Freeze™ Ice Cream Maker, backpacker stove stands and golf vises. Recently added to their line of products is the Swedish brand, Light My Fire, offering clever tools that enable outdoor adventures. 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](http://www.industrialrev.com).

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