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MAKING ICE CREAM IS NOW A WHOLE NEW BALL GAME

***Shake It, Rock It and Roll It –
With The New Play and Freeze Ice Cream Maker, It's As Much Fun
To Make Ice Cream As It Is To Eat It!***

Redmond, WA (May 2005) – Ice cream still remains one of the world's most popular desserts. And although you can buy just about every flavor imaginable at local ice cream parlors, supermarkets or convenience stores, many consumers still prefer *home made* to store-bought, because making ice cream at home can be a fun family activity. Unfortunately, today's technically-advanced, automatic, electric ice cream makers require some advance planning, since many of the special cylinders used to hold the ingredients must be stored in the freezer for several hours, or even overnight, before using them. And once you've added the ingredients, all you do is turn on the machine and wait...hardly 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.

Made of durable, yet lightweight polycarbonate, and looking much like a round, blue soccer ball, ***The Play & Freeze Ice Cream Maker*** is the first and only ice cream maker in which ***fun*** is the main ingredient. And you can make ice cream just about anywhere, since with ***Play & Freeze*** you don't need electricity. What you ***do*** need, however, are a few friends or family members, a backyard or indoor play area, the right ingredients, a little playful energy plus a cup of imagination.

Here's the scoop –

Gather the children and other family members together and get ready to have a ball! Remove the lid from the ice end of the ball and fill the ***Play & Freeze*** with as much ice as possible. Then add 8 tablespoons of rock salt and close the lid securely. Mix up the ice cream ingredients into a container, remove the lid from the ice cream end, pour in your mix and replace the cylinder lid. Simply hand the ***Play & Freeze*** to someone in the group and tell them to shake it and then 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). While *shakin', rattlin' and rollin'*, kids and adults can sing songs, tell jokes or play imaginative games until the ice cream is ready for serving.

The ***Play & Freeze*** makes about a pint of delicious soft-serve ice cream. The consistency of the ice cream will vary depending on the ice, your mix, the outside temperature and the shaking frequency. Make vanilla ice cream and other flavors from the recipes included with the ***Play & Freeze*** or have fun experimenting. With ***Play & Freeze***, the possibilities are endless!

“Now, making ice cream isn’t just a matter of flicking a switch or endless hand-cranking,” said Steve Llorente, Marketing Director for **Industrial Revolution**. “It’s about enjoying good times with family and friends on a warm summer day or evening... or anytime of the year.”

Great for parties, camping, picnics, boating, travel and just about anywhere, the ***Play & Freeze Ice Cream Maker*** is the ideal after meal activity for both children and adults. Not only will everyone enjoy the social interaction and benefit from the exercise, they’ll also get to enjoy a great tasting and refreshing dessert afterwards.

With a suggested retail price of \$ 34.95, ***The Play & Freeze Ice Cream Maker*** is available at many fine retail and online stores. For additional product information and retail store locations 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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