

BASKIN-ROBBINS KICKS OFF THE ICE CREAM SEASON WITH A SCOOP FEST CELEBRATION

Guests are Encouraged to Visit Participating Baskin-Robbins Shops Nationwide from April 22-24 for Super Sweet Deals

CANTON, Mass. (April 14, 2014) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is kicking off the ice cream season with a three-day Scoop Fest promotion from April 22 through April 24 at participating Baskin-Robbins locations nationwide. Ice cream lovers are encouraged to visit their local Baskin-Robbins shop to take part in sweet Scoop Fest deals, including:

- \$1.00 for a Single Kids Scoop (2.5 oz scoop)
- \$2.00 for a Double Scoop (4 oz scoops)
- \$3.00 for a Triple Scoop (4 oz scoops)

Guests can visit <http://www.amazingscoopfest.com> to get more information about these great deals on their favorite Baskin-Robbins ice cream flavors, including the new April Flavor of the Month, The Amazing Spider-Man 2™ ice cream, which features blue and red vanilla-flavored ice creams with a dark chocolate flavored web and popping candies that combine to make an amazing hero of a flavor.

"We are excited to offer our guests three days of great deals during Scoop Fest and invite them to try our new hero-inspired April Flavor of the Month, The Amazing Spider-Man 2™ ice cream, to celebrate the movie, which is in theaters May 2, and ice cream season," said Carol Austin, Vice President of Marketing, Baskin-Robbins. "Scoop Fest is a fun and delicious way for us to kick off the ice cream season with our guests and thank them for their patronage by offering sweet deals on their favorite Baskin-Robbins flavors."

Additionally, Baskin-Robbins is offering its guests a range of festive ice cream treats to help celebrate the Easter holiday on April 20th. These include Baskin-Robbins' classic Bunny Roll Cake, which is returning this year in pink and is available for order in a guest's favorite ice cream and cake flavors both in-store and online at www.BaskinRobbins.com/OnlineOrdering. Baskin-Robbins is also offering a new Easter Egg Hunt ice cream flavor in select participating locations, which features green white-chocolate flavored ice cream with pastel-colored candy eggs and a sweet crème ribbon.

For more information about Baskin-Robbins and Scoop Fest, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins), Twitter (www.twitter.com/BaskinRobbins) or Pinterest (www.pinterest.com/baskinrobbins31).

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About The Amazing Spider-Man 2

We've always known that Spider-Man's most important conflict has been within himself: the struggle between the ordinary obligations of Peter Parker and the extraordinary responsibilities of Spider-Man. But in The Amazing Spider-Man 2, Peter Parker finds that his greatest battle is about to begin.

It's great to be Spider-Man (Andrew Garfield). For Peter Parker, there's no feeling quite like swinging between skyscrapers, embracing being the hero, and spending time with Gwen (Emma Stone). But being Spider-Man comes at a price: only Spider-Man can protect his fellow New Yorkers from the formidable villains that threaten the city. With the emergence of Electro (Jamie Foxx), Peter must confront a foe far more powerful than he. And as his old friend, Harry Osborn (Dane DeHaan), returns, Peter comes to realize that all of his enemies have one thing in common: Oscorp. Directed by Marc Webb. Produced by Avi Arad and Matt Tolmach. Screenplay by Alex Kurtzman & Roberto Orci & Jeff Pinkner. Screen Story by Alex Kurtzman & Roberto Orci & Jeff Pinkner and James Vanderbilt. Based on the Marvel comic book by Stan Lee and Steve Ditko

About Sony Pictures Entertainment

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