



NEWS RELEASE
For Immediate Release

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4th Annual DQ[®] Miracle Treat Day on August 13

--Proceeds Will Help St. Luke's Children's Hospital--

On Thursday, *Dairy Queen*[®] will host the 4th Annual North American "Miracle Treat Day," when \$1 or more from every *Blizzard*[®] sold on that day will be donated to Children's Miracle Network, a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals.

Proceeds from Blizzards sold in the Treasure Valley will help benefit St. Luke's Children's Hospital

Last year on Miracle Treat Day, *Dairy Queen* raised more than \$4.5 million for 170 Children's Miracle Network hospitals. A cause partner since 1984, *Dairy Queen* has raised more than \$77 million and is one of the top five contributors to Children's Miracle Network.

"There are many inspiring people from all walks of life, but none more than young, hospitalized children who face incredible odds every day," said Michael Keller, chief brand officer for International Dairy Queen, Inc. "It's the courage of these children that makes Miracle Treat Day so meaningful and important to all of us in the *Dairy Queen* family and we thank everyone who comes out in support of this cause and helps to make Miracle Treat Day such a success."

Dairy Queen will bring back the Girl Scouts Thin Mint Cookie *Blizzard* as the featured *Blizzard* of the Month for August, just in time to celebrate Miracle Treat Day. Girl Scouts Thin Mint Cookie is the most popular limited-time-offer *Blizzard* ever, since the first one was served upside down with a spoon in 1985. The Thin Mint Cookie *Blizzard* is made

with creamy *DQ* vanilla soft serve blended with Girl Scouts Thin Mint Cookie pieces and a Crème de Menthe topping.

The incredible popularity of the *Blizzard* brand led *Dairy Queen* to initiate the *Blizzard* Fan Club last year, which has already grown to more than 1.3 million members (log on to www.blizzardfanclub.com). For more information about Miracle Treat Day or *Dairy Queen*, visit www.miracletreatday.com or www.dq.com.

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About Children's Miracle Network:

Children's Miracle Network is an international non-profit organization that raises funds for more than 170 children's hospitals. Countless individuals, nearly 100 corporate sponsors and 400 media partners unite with Children's Miracle Network hospitals to help sick and injured kids in local communities. Donations to Children's Miracle Network create miracles by funding the medical care, research and education that saves and improves the lives of 17 million children each year. To learn more go to www.ChildrensMiracleNetwork.org.

About IDQ:

International Dairy Queen (IDQ), which is headquartered in Minneapolis, Minn., develops licenses and services a system of more than 5,600 *Dairy Queen*® stores in the United States, Canada and other foreign countries, offering world famous dairy desserts, hamburgers, hot dogs and beverages. IDQ is part of the Berkshire Hathaway family, a company run by Warren Buffett, the legendary investor and CEO of Berkshire Hathaway Inc. Following the successful roll out of the *DQ Grill & Chill*® concept, the *Dairy Queen* system's quick-service food concept that features an expanded menu and newly designed restaurant interiors, IDQ began testing the *DQ*® *Orange Julius*® concept in August 2005. *DQ Orange Julius* locations blend a sleek, new look with the feel of a traditional ice cream treat shop and offer a treat menu that includes traditional *DQ* favorites as well as the *Orange Julius* line of premium fruit smoothies and fruit drinks. For more information, visit www.idq.com.

About St. Luke's Children's Hospital

St. Luke's Children's Hospital, the only children's hospital in Idaho, treats more than 50,000 children every year, including 28,000 who visit its Pediatric Emergency Department. St. Luke's Children's Hospital provides expert care to critically and chronically ill infants and children. These patients are routinely referred to St. Luke's Children's Hospital from a multistate region for a variety of services including heart surgery, cancer treatment, orthopedics, neurological disorders, newborn intensive care, and rare infectious diseases. For more information visit www.stlukesonline.com.