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**COLD STONE CREAMERY UNVEILS NEW FROZEN TREAT INNOVATIONS
FOR THE LOVE OF IT**

Cold Stone Creamery® honors passionate ice cream lovers with french toast ice cream, a new smoothie and show-stopping to-go flavors

Scottsdale, Ariz. (May 15, 2007) – If there were an encyclopedia definition for “Passionate Ice Cream Lover” it would read something like this: A Passionate Ice Cream Lover is one that is unapologetic about their obsession with ice cream. This person craves the highest quality ice cream made just the way they like it and at one time or another has crossed the line to get it.

Cold Stone Creamery’s Tastemaster™, Ray Karam, understands this desperate love for customized, super-premium ice cream and even has a story or two about crossing that line. Luckily, Karam harnessed that passion and enthusiasm for ice cream to develop an array of innovative frozen treats available in stores throughout the country starting June 1.

In his quest to incorporate ice cream into every part of the day, Karam has developed **french toast ice cream**. And, no flavor would be complete without a custom Creation™ combination – in this case it is **French Toast with the Most™**, made with french toast ice cream mixed together with apple pie filling, pecans and cinnamon. Now if only ice cream would become an acceptable breakfast food, ice cream lovers around the world would rejoice.

After developing french toast ice cream, you can imagine the Tastemaster became parched and in need of a pick-me-up. As a result, the already exciting line of smoothies now has a new addition that packs a punch. The new Mountain Dew® Smoothie, called **Dew Iced™**, delivers amazing taste combined with an exhilarating boost.

With Dew Iced appealing to the young at heart, Karam thought it was best to next honor those ice cream sentimentalists that love a good, old-fashioned Sundae. Also starting June 1, Cold Stone Creamery will offer three new **Sundaes** that feature indulgent, rich ingredients layered together as such: **Banana Split Decision™** made with sweet cream ice cream, banana, almonds, strawberries, whipped topping and fudge; **Hunka Chunka Burnin’ Fudge™** made with chocolate ice cream, brownie, almonds, whipped topping and fudge and **Who You Callin’ Shortcake?™** made with strawberry ice cream, yellow cake, graham cracker pie crusts, strawberries and whipped topping.

“This time of year always makes me smile – the weather is warm and families are spending time outdoors, making it the ideal time to enjoy ice cream together. Inspired by my own summertime memories, I set out develop several new innovative frozen treats that add to the merriment of the season,” said Karam.

For those ice cream lovers that want their ice cream in the comfort of their own home, Cold Stone Creamery now offers a line of **Grab-n-Go** Creations available in the store display freezer next to the indulgent ice cream cakes. Ice Cream aficionados across the country are raving about the new Grab-n-Go flavor, **Shock-A-Cone™**, made with crunchy sugar cone pieces, cookie dough and chocolate chunks mixed in a luxurious sweet cream ice cream.

Note to editors: Product photography available upon request

ABOUT COLD STONE CREAMERY

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience®* through a community of franchisees who are passionate about ice cream. The secret recipe for smooth and creamy ice cream is handcrafted fresh daily in each store, and then customized by combining a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is part of the Kahala•Cold Stone holding company, a leading brand-building franchisor with a portfolio of 13 diversified brands. Cold Stone Creamery alone operates nearly 1,400 locations in the U.S., Puerto Rico, Guam, Japan, Korea, China and Taiwan. For more information about Cold Stone Creamery, visit the company’s Web site at www.coldstonecreamery.com.

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