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COLD STONE CREAMERY OPENS 1,000th STORE

Store Opening Marks Historic Company Milestone

SCOTTSDALE, Ariz. (May 4, 2005) – With only 74 stores open in 1999 when Cold Stone Creamery’s original Vision was drafted, the company set out on a path of operating 1,000 profitable locations. Today, Cold Stone Creamery announced the achievement of this Vision with the 1,000th store opening in Columbus, Ohio.

“This day marks a tremendous accomplishment in the history of Cold Stone Creamery,” said Chairman & Chief Executive Officer Doug Ducey. “It is a clear validation of our continued vigorous growth and we know that this is just the beginning.”

Cold Stone currently has 1,000 stores operating with another 1,000 franchise agreements awarded across the U.S., the Caribbean and Guam. As the fastest growing ice cream concept in the country, the company boasts an Average Unit Volume of \$405,000, leading all other super-premium ice cream concepts annualized sales average. In 2004, system-wide sales exceeded \$283 million, an 86% increase over 2003.

“I am inspired by the passion of our franchisees for Cold Stone’s business and core values,” added Ducey. “Our franchisees have done a phenomenal job of establishing Cold Stone and reaching this milestone speaks to the enthusiasm and dedication of our partners and customers.”

The 1,000th store opening will be celebrated on Saturday, May 7th, at the Cold Stone Creamery in Columbus, Ohio located at 591 N. High Street in Union Station. The owner and franchisee of the 1,000th store, Bob Horton, is the Founder and President of Hunter’s Grove Holdings, LLC, which owns and operates three Cold Stone Creamery locations in Columbus, Ohio. Prior to the ice cream business, Horton was Executive Vice President and Chief Operating Officer of the America Online technology organization.

Cold Stone Creamery continues to experience vibrant growth and substantial brand acceptance. This achievement has solidified the organization’s commitment to its new Vision, the Pyramid of Success 2010: “The world will know us as *The Ultimate Ice Cream Experience* by making us #1 best-selling ice cream brand in America by December 31, 2009.”

About Cold Stone Creamery

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience*[®], which is carried through by a community of franchisees 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. With 1,000 stores from coast to coast, Cold Stone Creamery currently operates in 47 states, the Caribbean and Guam. Cold Stone Creamery is an independently owned franchise system, headquartered in Scottsdale, Ariz. For more information about Cold Stone Creamery, visit the company’s Web site at www.coldstonecreamery.com.

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