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## **COLD STONE CREAMERY LAUNCHES eGIFT PROGRAM**

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*New Social Media Application Allows Consumers to Send Tangible Treats*

**SCOTTSDALE, ARIZ., JULY 7, 2010** – [Cold Stone Creamery](#), the world’s most innovative ice cream concept, today launched a social media application that allows customers to send a Cold Stone Creamery gift to their friends and family via [Facebook](#) or email. The Cold Stone Creamery [eGift program](#) is an innovative part of Cold Stone Creamery’s executive team’s initiative to increase in-store AUVs and drive franchisee profitability.

“Social media is becoming increasingly pervasive and perpetuating a question of how to link a company’s social media presence with real-world sales and profitability,” said Dan Beem, president of Cold Stone Creamery. “We saw an opportunity to engage Cold Stone’s loyal customer base and social media following to drive a measurable impact on in-store sales. Our strategy for profitability continues to include innovation across the entire brand, whether that’s a creative new ice cream product or a cutting-edge social media solution.”

According to research firm, Inside Network Inc., the U.S. market for virtual goods is currently estimated at \$1.6 billion. Social networking sites account for approximately half the total market for virtual goods—twice as much as one year ago.

Unlike traditional virtual gifting, Cold Stone’s eGift application allows users to send a code for a tangible gift to any recipient’s Facebook or email, instantly redeemable in any of Cold Stone’s 1,300 locations nationwide. The application, developed by e-commerce and payment processing industry-leader [First Data Corporation](#), facilitates an intuitive and secure transaction process through First Data’s proprietary technology.

Cold Stone is among the first brands leveraging this trend, linking its social media presence with concrete consumer behavior to increase profitability.

“By addressing the limits of other competitive offerings and leveraging the equity of a much-loved, well-known brand such as Cold Stone, we’re making it easier for individuals to connect and make their social media interactions more relevant in the concrete world,” said Beem.

The launch is part of Cold Stone Creamery’s strategy to drive unit-level sales and increase franchisee profitability. In addition to Cold Stone’s eGift program, the company recently rolled out its calendar of new product innovation to drive unit-level traffic and sales. The company

also announced continued strategic partnerships and successful results of its co-branding initiatives with Tim Hortons and Rocky Mountain Chocolate Factory.

### **About Cold Stone Creamery's eGift Program**

From Cold Stone Creamery's website or Facebook page, consumers can utilize the eGift application by selecting one or more friends to send gifts to, either by adding them from Facebook or entering their e-mail address. The senders then select the product they would like their friend to receive, add a personal message, and proceed through the secure checkout process.

Recipients receive a Facebook message or e-mail, delivering the eGift with its associated redemption code. Following the instructions provided, the recipients can redeem their gift, and customize its flavor, in any U.S. Cold Stone store location.

Beginning July 7, Cold Stone fans can go to [www.facebook.com/coldstonecreamery](http://www.facebook.com/coldstonecreamery) or [www.coldstonecreamery.com](http://www.coldstonecreamery.com) to send a Cold Stone eGift to friends and family.

### **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 a subsidiary of Kahala, one of the fastest growing franchising companies in the world, with a portfolio of 12 quick-service restaurant brands. Cold Stone Creamery operates more than 1,500 locations in 16 countries.

#### **Media Contact:**

Allison Riley  
Coltrin & Associates, for Cold Stone Creamery  
212.221.1616  
[allison\\_riley@coltrin.com](mailto:allison_riley@coltrin.com)