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COLD STONE CREAMERY GOES SOCIAL WITH SWEET SUMMER FACEBOOK CONTEST

Cold Stone Creamery's social media contest invites brand fans to share comments on new ice cream flavors

SCOTTSDALE, ARIZ. – (June 30, 2010) – With summer well underway, [Cold Stone Creamery](#)[®] is asking ice cream lovers to unleash their creativity and passion for the creamy treat with the **Gold Cone™ Contest**. With the spotlight on a new line of flavors known as the [Gold Cone Collection](#), the company will launch its first ever [Facebook](#) contest on June 30.

Embracing the social features of Facebook, fans of the official Cold Stone Creamery page are being asked to share their comments on three new Gold Cone flavors. Ultimately, the grand prize winner will create an original ice cream flavor to be debuted in all Cold Stone stores nationwide in 2011.

The three new summer Gold Cone ice cream flavors are each fresh and fruity: Key Lime, Harvest Peach and Blueberry. Each ice cream flavor offers something unique and refreshing, providing the perfect platform for inspiring passionate contest submissions through Facebook. The three contestants with the most original, creative comments will be flown to Cold Stone Creamery's headquarters and compete in an ice cream flavor development competition. The winning flavor will be featured in stores nationwide in 2011.

"The idea for the contest is simple and has unlimited potential, if you already have a creative spirit and deep infatuation with Cold Stone's ice cream," said [Anne Christenson](#), Director of Social Marketing of Kahala, parent company of Cold Stone Creamery. "Share with us on Facebook your thoughts about one of three new Gold Cone ice cream flavors and let your personality shine. We encourage originality, enthusiasm and just plain fun!"

How the contest works:

- Taste the new fresh fruit Gold Cone ice cream flavors (Key Lime, Harvest Peach and Blueberry) at a local Cold Stone Creamery.
- Visit the [Cold Stone Creamery official Facebook page](#) and enter the contest with a creative and passionate comment about one of the flavors.
- The three most original and creative comments about the ice cream flavors will be chosen as finalists in the contest.
- Those three ice cream-loving finalists will win a three-day, two-night trip to Cold Stone Creamery's headquarters and work with the Tastemaster™ in a flavor development competition. The winning flavor will be launched in all stores nationwide.
- Three second prize winners will win a free ice cream party for friends and family in their hometown.

“Cold Stone Creamery is known for showcasing innovative and bold ice cream flavors, and this summer we are embracing classic fresh fruit flavors,” said [Ray Karam](#), Cold Stone Creamery Tastemaster. “The best part of my job is hearing what people think about our ice cream. I love this contest as it gives our ice cream community a voice and awards three fans a chance to do my job.”

The summer Gold Cone flavors are available as a Creation[®], shake and most exciting as three new ice cream pies. Ice cream pies will be featured for a limited time for \$12.99.

From June 30 through Aug. 24, 2010, Cold Stone Creamery will host the Gold Cone Contest on the brand’s official Facebook page. To enter the contest, learn more details or review the rules, visit www.facebook.com/coldstonecreamery.

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 15 countries.

For more information about Cold Stone Creamery, visit www.coldstonecreamery.com. For more information about Kahala, visit www.kahalacorp.com.

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