



Cold Stone Creamery Frozen Yogurt Arrives In Every Location Nationwide

Ice Cream's Most Sought-After Flavors; Starting at 34 Calories Per Ounce

SCOTTSDALE, Ariz. – (July 19, 2011) – Cold Stone Creamery®, the nation's leading premium specialty ice cream brand, announced the nationwide rollout of frozen yogurt in all locations. Just in time for summer, Cold Stone will offer its most popular signature flavors in a proprietary sweet and creamy frozen yogurt.

First introduced in select locations in January 2011, Cold Stone's frozen yogurt offers a premium take on this low-fat classic, leveraging the growing trend toward frozen yogurt and giving guests a delicious option for their favorite flavors and mix-ins starting at only 34 calories an ounce.

"Flavor favorites like Cake Batter™ are a great way to extend the Cold Stone experience to frozen yogurt and we're excited to offer our proprietary yogurt mix in every single Cold Stone Creamery location," said Ray Karam, Cold Stone Creamery Senior Tastemaster™.

From Cold Stone's signature favorites such as Cake Batter to new flavor innovations such as CountryTime Pink Lemonade and Blueberry Pomegranate, Cold Stone now delivers the "Ultimate Frozen Yogurt Experience", in addition to the "Ultimate Ice Cream Experience", for which Cold Stone is known, but in a low-calorie, low-fat, probiotic frozen yogurt option.

Cold Stone's frozen yogurt will be available in the ghea freezer case alongside the super-premium ice cream to offer guests a wider selection of options for creating the brand's signature Creations™ with fruit, nut and candy mix-ins. Cold Stone's proprietary sweet and creamy yogurt mix can produce both sweet and tart varieties and all stores will feature at least one flavor of yogurt, developed by Cold Stone's Tastemaster. Some of the most popular flavors are:

- Cake Batter
- French Vanilla
- Strawberry
- Cheesecake
- Cinnamon Bun Batter
- CountryTime Pink Lemonade
- Blueberry Pomegranate
- Cookies N' Creamery
- Cotton Candy
- Key Lime

The brand also debuted the Cold Stone Creamery Yogurt Bar in January, a soft-serve yogurt concept with seven current locations (Chesapeake, Va. – Virginia Beach, Va. – Scottsdale,

Ariz. – Greensboro, N.C. – Charlotte, N.C. – Dublin, Calif. – Orange, Calif.) Cold Stone Creamery Yogurt Bar serves premium sweet and creamy soft-serve frozen yogurt, in a self-serve weigh and pay concept with a variety of fresh toppings. Additional stores are in design and construction.

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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 14 quick-service restaurant brands. Cold Stone Creamery operates more than 1,500 locations in 17 countries.

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

Media Contact:

Jennifer Webb
Coltrin & Associates (for Cold Stone Creamery)
212-221-1616 ext. 102
Jennifer_webb@coltrin.com