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COLD STONE CREAMERY® LAUNCHES ONLINE CAKE ORDERING

ColdStoneCakes.com will offer cake fans online ordering 24 hours a day

SCOTTSDALE, ARIZ. (May 2, 2011) – [Cold Stone Creamery](#), known for super-premium ice cream, is launching [ColdStoneCakes.com](#), a new online cake ordering website. Cold Stone's Ice Cream Cakes feature delicious layers of moist cake and smooth and creamy ice cream, topped with rich fudge ganache or fluffy white frosting. The site will also feature Cold Stone's delectable Ice Cream Cookie Sandwiches and Ice Cream Cupcakes. Perfect for birthdays and anniversaries or for real ice cream lovers who want to celebrate everyday!

Cold Stone Creamery fans will now be able to order Signature Ice Cream Cakes, Ice Cream Birthday Cakes, Ice Cream Cookie Sandwiches and Ice Cream Cupcakes online through [ColdStoneCakes.com](#) and then pick them up in store. Select stores will also offer Ice Cream Pies and customization of Ice Cream Cakes and Ice Cream Pies.

Cold Stone Creamery's new online cake ordering website will provide numerous benefits and convenience to customers. Cakes ordered at least 24 hours in advance can be picked up in-store without waiting in line. Orders can be placed 24 hours a day using a credit card over a secure network. Customers can browse cake selections online before placing their order, ensuring the perfect treat for their upcoming event.

"Cold Stone Creamery is the first and only national ice cream concept to provide online ordering with payment processed online," said Jana Schneider, Director of Marketing for Cold Stone Creamery. "We are excited to make ordering our Ice Cream Cakes, Cookie Sandwiches and Cupcakes even easier and more convenient for our ice cream lovers through [ColdStoneCakes.com](#)".

Cold Stone Creamery will be partnering with OLO Online Ordering to provide this service to customers. OLO has successfully provided web-based online ordering software for a variety of restaurants.

To learn more about Cold Stone Creamery's online cake ordering service, visit [www.ColdStoneCakes.com](#)

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.

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

About OLO Online Ordering

Since 2005, OLO has made a simple promise: Online Ordering Made Easy™. OLO gives restaurants a simple way to increase takeout sales by letting customers order and pay right from the restaurant website and mobile phones for faster, more accurate service. Today, OLO is the fastest-growing mobile and online ordering company in the United States. OLO provides mobile and online ordering capabilities for iconic restaurant brands like Cold Stone Creamery, as well as over 2,500 restaurants nationwide.

Learn more at www.olo.com