



FOR IMMEDIATE RELEASE

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ICE CREAM CAKES SPRING INTO THE SEASON WITH A SHARP NEW LOOK

Cold Stone Creamery revolutionizes the way people think about cakes

Scottsdale, Ariz. – (April 20, 2004) – Ice cream cakes have long been a special part of celebrating. However, the evolution of the ice cream cake *itself* has hardly been worth celebrating until today... Cold Stone Creamery® announces the release of the ultimate indulgence in ice cream cakes, available nationwide starting April 20th.

This distinct new line of 12 signature cakes are now available at over 600 Cold Stone Creamery locations in 44 states across the country; just in time for Mother's Day, graduations and spring celebrations. Not only are these cakes the ultimate indulgence, they are gorgeous inside and out. Cold Stone ice cream cakes are decorated with elegant touches that make them the ideal choice for elegant dinner parties, festive celebrations or day-to-day occasions.

Each cake is proportionately layered with the exact ratio of moist, delicious cake to smooth and creamy Cold Stone ice cream. Topped with Cold Stone Creamery's very own proprietary, rich fudge ganache recipe or light fluffy frosting, each cake is a medley of the richest, most sensual flavors ever to pass your lips.

Here are just a few of the new cake profiles to tempt your taste buds:

COFFEEHOUSE CRUNCH™

Layers of moist devil's food cake and coffee ice cream with Heath® bars wrapped in a rich, fudge ganache

STRAWBERRY PASSION™

Layers of moist red velvet cake, strawberry ice cream with graham cracker crust and strawberry puree covered in a light, strawberry frosting

COOKIE DOUGH DELIRIUM™

Layers of moist yellow cake and sweet cream ice cream with chocolate chip cookie dough and chocolate shavings covered in fluffy, white frosting

In celebration of the ultimate indulgence in ice cream cake, Cold Stone Creamery wants to know what American ice cream aficionados think are the "ultimates" in various categories. Simply log on to the Web site at www.coldstonecreamery.com, and fill out the "Ultimates Quiz." And, because Cold Stone Creamery believes life should be filled with sweet rewards, each time a Web visitor fills out the "Ultimates Quiz" they'll be entered to receive a gift of ice cream cake for life or ice cream cake for a year.*

- more -

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Ultimate Ice Cream Cakes

“When we began thinking about sharing this amazing new line of cakes with the nation all we could think about was celebrating,” said Director of Product Development, Melissa Underwood. “What better way to celebrate the ultimate indulgence in ice cream cakes with a gift of ice cream cakes for life?”

Each time a Web site visitor completes the “Ultimates Quiz” they will be given a brief personality profile, along with a suggested Cold Stone Creamery cake that they may enjoy. Please note, Cold Stone Creamery makes fresh ice cream. Although people tend to leave our ice cream stores happier than when they came in, we do not practice professional psycho therapy or analysis. It’s only a hobby. We encourage people to enjoy our “Ultimates Quiz” for its intended use, which is to help determine which Cold Stone Ice Cream Cake may best suit a person’s tastes, while giving Americans a chance to make their list of “ultimates” heard.

About Cold Stone Creamery

Cold Stone Creamery was developed to create the perfect ice cream experience, and 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 more than 600 stores from coast to coast, Cold Stone Creamery plans to establish 1,000 stores by December 31, 2004. 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.

***see Web site for official rules and regulations**

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