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COLD STONE CREAMERY PAYS HOMAGE TO THE ORIGINS OF ICE CREAM WITH STORES IN MAINLAND CHINA AND TAIWAN

SCOTTSDALE, Ariz. (May 16, 2007) – Cold Stone Creamery®, the concept known for revolutionizing the way people think about ice cream in the United States, is now operating two stores in the land thought to have invented the frozen treat around the 4th Century BC.

On April 26, Cold Stone Creamery opened its first Shanghai, China store in the Raffle City Mall operating in approximately 500 square feet. This store is just one of 10 stores Cold Stone Creamery plans to open in 2007. In total, the company plans to operate 105 stores throughout mainland China in the next seven years.

Taiwan's first Cold Stone Creamery opened on April 30 in Taipei. The store is located just next door to the famed Taipei 101 building operating in approximately 1,100 square feet. The company estimates it will open five more stores this year and 60 stores in Taiwan over the next seven years. Grand opening festivities included a formal ribbon cutting, lively entertainment and hundreds of ice cream aficionados lined up to get a taste of the *Ultimate ice Cream Experience*®. Both stores were opened thanks to a partnership Cold Stone Creamery has entered into with the President Chain Store Corp., the largest convenience store operator in Taiwan with more than 4,300 stores including 7-ELEVEN, Starbucks Coffee and Mister Donut.



Cold Stone Creamery crew members at the first Taipei store show their enthusiasm on opening night.

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“The opening of these two stores marks yet another accomplishment toward Cold Stone Creamery’s goal of making people happy around the world by selling the highest quality, most creative ice cream experience with passion, excellence and innovation,” said Lee Knowlton, President of Cold Stone Creamery, International. “The success the brand will enjoy in these regions is evident in the smiles that we see from people treating themselves to our indulgent ice cream.”

Flavor preferences differ only slightly in China and Taiwan in comparison to the United States. Most notable is the interest in Cold Stone Creamery’s freshly made waffle cones and bowls ordered by three out of every four customers. There is also a stronger preference for fruit taste profiles, such as Berry Berry Berry Good[®], made with sweet cream ice cream mixed with raspberries, strawberries and blueberries.

Cold Stone Creamery opened its first store in Tempe, Ariz. in 1988 and its first international store in the Roppongi Hills complex in Tokyo, Japan in November 2005. Ranked no. 1 in the ice cream and frozen desserts category in *Entrepreneur* magazine's "Franchise 500" (2007), the company continues to lead the \$20.7 billion U.S. ice cream industry. Reported 2006 system-wide revenues exceeded \$471 million, up 15 percent over 2005.

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 part of the Kahala•Cold Stone holding company, a leading brand-building franchisor with a portfolio of 13 diversified brands. Cold Stone Creamery alone operates nearly 1,400 locations in the U.S., Puerto Rico, Guam, Japan, Korea, China and Taiwan. For more information about Cold Stone Creamery, visit the company’s Web site at www.coldstonecreamery.com.

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