



FOR IMMEDIATE RELEASE

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**THE SEASONAL FLAVORS OF PUMPKIN AND CANDY CANE
 BROUGHT TO LIFE IN A COOL TREAT**

Scottsdale, AZ. (Oct. 1, 2004) – If the approach of the holiday season has you dreaming of rich pumpkin and icy candy cane flavors, don’t look any further than your local Cold Stone Creamery. Although the idea of pumpkin and candy cane ice cream is enough to leave visions of sugar plums dancing in your head, there’s still icing on the cake – ice cream cake that is!

Cold Stone Creamery stores across the country are celebrating the holidays with three new seasonal ice cream cakes and one ice cream pumpkin pie. Each one of these new treats would make the perfect addition to any holiday soirée, not to mention all the time you’ll save in the kitchen.

This season’s new cakes and pies include:

Pumpkin Passion™ -- Pumpkin ice cream with crisp graham cracker crust layered with moist yellow cake and engulfed in fluffy cinnamon frosting. Available Sept. 27 through Nov. 25, 2004.

Pumpkin Pie -- Pumpkin ice cream in a graham cracker pie shell decorated with delicious cinnamon frosting. Available Sept. 27 through Nov. 25, 2004

Candy Cane Wonderland™ -- Candy cane ice cream with chocolate shavings, layered with moist devil’s food cake and wrapped in rich, fudge ganache. Available Nov. 25 through Dec. 31, 2004.

Snowflake Passion™ -- Candy cane ice cream mixed with sprinkles and layered with moist yellow cake and fluffy white frosting. Available Nov. 25 through Dec. 31, 2004.

True to Cold Stone Creamery fashion you also can mix and match ingredients for a customized cake. “These seasonal treats were designed to appeal to our loyal customers that eat ice cream all year round,” stated Director of New Products, Melissa Underwood. “This type of innovation is something Cold Stone Creamery is known for; first we introduced a unique line of ice cream cakes and now we’re offering those same indulgent cakes with a seasonal twist.”

Also consider taking home pints and quarts of candy cane or pumpkin ice cream as a sweet way to warm your family’s hearts. Be sure to purchase Cold Stone Creamery gift certificates as stocking stuffers, a surprise that may leave some Santa skeptics believing again.

SERVING SIZES/PRICES

(Prices may vary based on region)

Small Round 6 inch round	Medium Round 8 inch round	Medium Rectangle	Large Rectangle
Serves up to 8	Serves up to 14	Serves up to 25	Serves up to 35
\$20.99	\$26.99	\$33.99	\$39.99
\$2.00 Extra For Ganache			

* Media Note: For a taste of one of these seasonal treats or for more information please contact
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About Cold Stone Creamery

Cold Stone Creamery was developed to create the ultimate 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 850 stores from coast to coast, Cold Stone Creamery currently operates in 46 states including Alaska, Hawaii, the Caribbean and Guam. 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

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