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COLD STONE CREAMERY WARMS THE HOLIDAY SEASON WITH ICE CREAM CAKES AND CASH

Gingerbread, Peppermint and Pumpkin brought to life in delicious ice cream treats paired with a chance to win \$10,000

Scottsdale, Ariz. – (November 5, 2008) – All types of special occasions throughout the year are celebrated with ice cream and cake. However, when it comes to the festivities enjoyed during the winter months these two crowd pleasers are often left out in the cold. In an effort to gain a prominent place at the holiday table, [Cold Stone Creamery](#) is introducing several frozen treats with seasonal flair. Most importantly, with every cake purchase there is a chance to win \$10,000 -- a holiday treat in itself!

Drawing upon inspiration from traditional holiday recipes, Cold Stone Creamery's [Tastemaster, Ray Karam](#) has developed a host of innovative ice cream and [cake Creations](#). For the first time, Gingerbread ice cream will be available, while two holiday ice cream favorites, **Pumpkin** and **Dark Chocolate Peppermint**, will be brought back by popular demand. Mouthwatering cakes made with **Gingerbread, Dark Chocolate Peppermint** and **Pumpkin** ice cream and layers of moist cake will be decorated beautifully and offered in stores along with beloved ice cream **Pumpkin pies**. Other seasonal ice cream flavors will include **Egg Nog, Marshmallow, Candy Cane**, and **Chocolate Raspberry Truffle**, and will be available at participating locations.

“The holidays can be a busy time of year, and for some people there just isn’t any time for baking, that’s why we are offering the perfect dessert alternative” says Suzy Schutz, Vice President of Marketing. “Plus anyone purchasing one of our amazing cakes also has the chance to win \$10,000; so not only are we saving people time we’re giving them a little hope around the holidays.”

Cold Stone Creamery's [Gold Medallion Instant Win Contest](#) begins on Nov. 5. Customers that purchase any ice cream cake (minus petite cakes and pies) will receive an instant win sticker. Three grand prize pieces will each award \$10,000, while there are five runner-up prizes of \$500 and 1,000 free large cake coupons to be won. Official rules and details can be found in store or at www.coldstonecreamery.com.

Seasonal Cakes & Creations

- **Dark Peppermint Pleasure Cake** – Layers of Moist Red Velvet cake and Dark Chocolate Peppermint ice cream with chocolate shavings, wrapped in rich fudge ganache and garnished with candy canes.
- **Gingerbread Caramel Luxe Cake** – Layers of Moist Yellow cake and Gingerbread ice cream with gingerbread cookies and caramel, wrapped in fluffy gingerbread frosting
- **Chocolate Raspberry Truffle Cake** (at participating locations only) – Red Velvet cake and Chocolate Raspberry Truffle ice cream mixed with chocolate shavings, frosted with ganache and topped with chocolate shavings and raspberries.
- **Pumpkin Passion Cake** (at participating locations only) – Layers of Moist Yellow Cake and Pumpkin ice cream with graham cracker pie crust, wrapped in fluffy cinnamon frosting and topped with chocolate leaves
- **Caramel Gingerbread Cookie** – Gingerbread ice cream mixed with gingerbread cookies and caramel.
- **Pumpkin Pie in the Sky** – Pumpkin ice cream mixed with caramel, whipped cream and graham cracker pie crust.
- **After Dinner Mint** – Dark Chocolate Peppermint ice cream mixed with chocolate shavings, OREO® cookies and marshmallows.

All holiday treats are available at Cold Stone Creamery stores from Nov. 5 to Jan. 6. The **Pumpkin** ice cream, however, will be available starting Oct. 1 through Nov. 30.

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 holding company, a leading brand-building franchisor with a portfolio of 12 quick service restaurant brands. Cold Stone Creamery alone operates nearly 1,400 locations in the U.S., Puerto Rico, Guam, Japan, Korea, China, Taiwan, Indonesia, Mexico, Denmark and United Arab Emirates. For more information about Cold Stone Creamery, visit the brand's Web site at coldstonecreamery.com.

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