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COLD STONE IS SHAKIN' THINGS UP FOR NATIONAL ICE CREAM MONTH

Cold Stone Creamery introduces a new line of smoothies and ice cream shakes while challenging Americans to a dance-off

SCOTTSDALE, Ariz. (June 30, 2006) – Cold Stone Creamery® is well known for offering innovative ice cream combinations of the highest quality served with enthusiasm. So this year, when it came to celebrating **National Ice Cream Month** with panache, Cold Stone Creamery has decided to shake things up in a big way.

Starting July 1 through July 23, dance and ice cream lovers across the country are invited to participate in the Shake It Up contest. Drawing inspiration from Cold Stone Creamery's new line of shakes and smoothies, contestants will be asked to showcase their most original "shakin' it up" dance moves in a one minute video. Seven regional finalists will then be flown to New York City to compete for the grand prize of \$15,000 and free ice cream shakes and smoothies for life. For official contest entry rules and details visit www.coldstonecreamery.com/shakeitup beginning July 1. The real reason to celebrate begins on July 5, when for the first time ever, more than 1,300 Cold Stone Creamery stores across the country will introduce an entirely new line of ice cream shakes and smoothies. In total, nine new shake recipes and eight new smoothie recipes will be available, each with the same innovative taste profile and indulgent qualities Cold Stone Creamery is known for.

"Of course I've always loved **National Ice Cream Month**, but this year I'm really looking forward to all the exciting initiatives Cold Stone Creamery has to offer," remarked Ray Karam, Cold Stone Creamery's Tastemaster™. "Creating these new shake and smoothie recipes was a really fun process; we already have top-notch ingredients in the stores -- it was just a matter of adding a few enhancements and blending flavor combinations. Shakes and smoothies have been around for a long time, but I think people will be surprised by the unrivaled taste."

In the new shake line, the focus is on blending indulgent, rich flavor combinations resulting in thick, creamy shakes. Flavors such as **Cake 'n Shake™** made with the famed cake batter ice cream, milk and real yellow cake pieces and **PB&C™** made with rich chocolate ice cream, milk and peanut



Berry Lemony™ made with sorbet, raspberries, strawberries and lemon

butter, are sure to delight loyal Cold Stone Creamery ice cream aficionados and shake connoisseurs alike.

The smoothie line includes new offerings such as yogurt, soymilk, mango puree and nutritional supplements, making these frozen treats the perfect afternoon pick-me-up or late-night snack. Tastemaster Ray Karam took his love for the tropics and created several one-of-a-kind drink sensations including, **Man-Go Bananas™** made with yogurt or soymilk, sorbet, mango puree and banana, and **Berry Lemony™** made with sorbet, raspberries, strawberries and lemon. One free nutritional supplement can be added to any smoothie. Supplements include **Energy**, made with ginseng & ginkgo biloba extracts, **Regenerate**, made from green tea, turmeric and grapeseed extracts and **Protein**, made with soy protein powder. Additional nutritional supplements can be added for a nominal charge (59 cents per additional nutritional supplement; prices vary per region).

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 adding a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is an independently owned franchise system with more than 1,300 stores in the U.S., Puerto Rico, Guam and Japan. For more information about Cold Stone Creamery, visit the company's Web site at www.coldstonecreamery.com.

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