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Ultimate Indulgence in Ice Cream meets New Year's Resolutions with Sinless® Ice Cream

Cold Stone Creamery announces the launch of a fat-free, no sugar added ice cream

(Scottsdale, Arizona) December 19, 2003 – Being good now comes with the sweetest reward. Introducing Cold Stone Creamery's Sinless® Ice Cream, a new fat-free, no sugar added option for those who insist on nothing less than the ultimate indulgence in ice cream. Sinless will be available in stores across the nation starting January 1, 2004--making Cold Stone Creamery locations the ideal destination for ice cream enthusiasts with calorie conscious New Year's Resolutions.

Cold Stone Creamery is a place where the only limitation is the imagination. Variety is paramount, and Sinless Ice Cream sets new standards by providing yet another great option for America's ice cream lovers. Exhibiting the same sweet, rich, smooth, and indulgent taste of Cold Stone Creamery's signature base flavor, Sinless sweet cream is a unique fat-free option without the low fat after-taste. Made with non-fat milk and sweetened with Splenda®, passionate Cold Stone Creamery aficionados will find Sinless Sweet Cream is an ideal choice for those with discriminating palettes watching their waistlines.

With just 170 calories for a 6 oz. serving size, ice cream lovers may find themselves ordering a quart or a pint for treating themselves at home. "People who love ice cream shouldn't have to compromise taste in exchange for less sugar or fat," said marketing spokesperson Kim Atkinson. "We came up with a recipe with the freshness and quality people have come to expect from Cold Stone Creamery, without the bland taste that is sometimes associated with lower calorie foods."

In enthusiastic Cold Stone Creamery style Tastemaster™, Ray Karam, suggests ordering up the Very Berry Good™ Creation made using Sinless Sweet Cream, Blueberries, Strawberries and Raspberries (calories 220).

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 530 stores from coast to coast including the Caribbean and Hawaii, Cold Stone Creamery plans to establish 1,000 stores by 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.

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