



Press Contacts:

Cold Stone Creamery

Jami Thompson
480-362-4956
jthompson@kahalamgmt.com

E! Entertainment Television

Amelia Stewart
323-692-4732/astewart@comcastnets.com
--OR--
Stephanie Wojcik
323-692-4734/swojick@comcastnets.com

COLD STONE CREAMERY AND E! ENTERTAINMENT TEAM UP TO CELEBRATE THE NETWORK'S 20TH BIRTHDAY WITH EXCLUSIVE NEW CUSTOM ICE CREAM BLEND "E! ENTERTAIN-MINT"

May 24, 2010, Los Angeles – Cold Stone Creamery and E! Entertainment – television's top destination for all things celebrity and entertainment – have teamed up to bring ice cream lovers and pop culture fans a new mint, brownie and fudge Creation titled "E! Entertain-mint" in honor of E!'s 20th birthday. The one-of-a-kind tasty treat is available to the public in nearly 1,400 participating Cold Stone Creamery stores nationwide for a limited time only beginning May 24.

The custom blend marks E!'s milestone birthday as the network celebrates 20 years of pop culture and celebrity. The mixture, soon to be satisfying taste buds around the country, consists of mint flavored ice cream, chunks of brownie and chocolate fudge drizzle – a perfect combination that will inspire fans to join in the network's birthday fun. Fans can also visit E! Online for a special 20% off coupon, to celebrate 20 years, redeemable at any participating Cold Stone location.

E!'s official birthday is Tuesday, June 1 and the network will also mark its 20-year milestone with celebratory programming, including a new one-hour special looking back at 20 years of pop culture and Hollywood's most unforgettable stories, as well as special episodes of the network's signature series *The Soup*, *Chelsea Lately*, *E! News* and *Daily 10*. Fans are encouraged to grab a "Gotta Have It" size helping of the delicious new "E! Entertain-mint" Creation at their local Cold Stone Creamery and snuggle up on their couch to tune-in.

For more information, please go to: www.eonline.com and www.coldstonecreamery.com.

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 a subsidiary of Kahala, one of the fastest growing franchising companies in the world, with a portfolio of 12 quick-service restaurant brands. Cold Stone Creamery operates more than 1,450 locations in 15 countries.

To get the latest on upcoming flavors, promotions and deals, like us on facebook at www.facebook.com/coldstonecreamery1 <<http://www.facebook.com/coldstonecreamery1>> or follow us on Twitter @ColdStone_Corp.

About Comcast Entertainment Group

Based in Los Angeles, Comcast Entertainment Group operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment, and E! Online; The Style Network, the destination for women 18-49 with a passion for the best in relatable, inspiring and transformational lifestyle programming; and G4, offering the last word on gaming, technology, animation, interactivity and "geek culture" for the male 18-34 demo. E! is currently available to 97 million cable and satellite subscribers in the U.S. and the E! Everywhere initiative underscores the company's dedication to making E! content available on all new media platforms any time and anywhere from online to broadband video to wireless to radio to VOD. The Style Network currently counts 65 million cable and satellite subscribers and Mystyle.com keeps women up to date on all the latest fashion and beauty news on the web. G4 is available in 69 million cable and satellite homes nationwide and G4tv.com is a top web destination for video game news and information.

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