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CONTACT:

Jami Clark
480.362.4956 – office
480.296.8246 - cell
jclark@kahalacorp.com

COLD STONE CREAMERY'S IMIX AMERICA WINNER ANNOUNCED

Social networking competition winner to go home with \$30,000 in prizes

SCOTTSDALE, Ariz., (Feb. 19, 2009) – Kevin Fry of Phoenix has been named the winner in [Cold Stone Creamery's](#) interactive [iMix America contest](#). Since the contest launched in February 2008, Kevin has uniquely designed his ice cream Creation and generated 11,815 online votes, securing the lead by exercising his social networking skills and winning the contest by 3,865 votes.

On Feb. 16, Kevin was awarded at his local Cold Stone Creamery in Phoenix, Ariz. by Cold Stone top executives holding a certificate that represented \$30,000 in automotive, travel, electronics, and cellular phone products and services.

"We are thrilled Kevin has been named the winner of this contest, his creativity in the interactive marketing arena was impressive," said Suzanne Schutz, vice president of Cold Stone Marketing. "Most importantly it was exciting to take the lead on this type of innovative social networking promotion that generated interest from thousands of students across the country."

Kevin's ice cream creation was Guilty Delight made with French Vanilla ice cream, brownies, strawberries and fudge. The runner up, Noelle Malindzak, was also greeted at her local Cold Stone Creamery in Pleasanton, Calif. by the Cold Stone team and awarded her prize certificate. The runner up received \$4,000 in prizes and her creation was Berry, Berry Chocolate made with Strawberry ice cream, brownies, strawberries and fudge.



In February of last year, the iMix America contest launched with 9,000 applicants, all hoping to win the grand prize. The chosen participants partnered with a local Cold Stone Creamery store to create their own ice cream Creation. Using their social networks, these Generation Y contestants promoted

their concoctions with friends all across the country. In round one 1,000 contestants were eligible to compete in the contest, then that number was then narrowed in round two to 125 contestants and again in round three, where there only 20 contests competing for the grand prize. Over the course of the contest more than 45,830 people visited the iMix America web site generating a total of 51,205 votes.

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, one of the fastest growing franchising companies in the world, with a portfolio of 12 quick service restaurant brands. Cold Stone Creamery alone operates nearly 1,400 [locations](#) in 11 countries.

For more information about Cold Stone Creamery, visit the brand's Web site at www.coldstonecreamery.com. For more information about Kahala, visit the company's Web site at www.kahalacorp.com.

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