



For Immediate Release

Cold Stone Creamery and NFL Icon Larry Fitzgerald Team Up in the Fight Against Breast Cancer

Partnership Supports Cause Important to Cold Stone Creamery Customers

SCOTTSDALE, ARIZ. July 27, 2009: [Cold Stone Creamery](#) today announced a partnership with NFL icon [Larry Fitzgerald Jr.](#) to raise breast cancer awareness and advance breast cancer research through an in-store and online [gift card](#) promotion to benefit the [National Breast Cancer Foundation](#).

Cold Stone Creamery and the [Arizona Cardinals](#) wide receiver have partnered to promote Larry Fitzgerald signature gift cards, available in Cold Stone Creamery locations nationwide throughout the 2009 football season, which also coincides with Breast Cancer Awareness Month in October. Five percent of the value of each card purchased will be dedicated to the National Breast Cancer Foundation.

Fitzgerald, whose mother passed away in 2003 while undergoing treatment for breast cancer, is a passionate advocate for breast cancer research and awareness. His signature long braided hair is an ongoing tribute to her memory.

"I understand from personal experience the importance of increased awareness and further research in the fight against breast cancer," said Fitzgerald. "I am pleased to partner with Cold Stone Creamery to support an issue that is of so much significance to individuals, families and communities, and also to me personally."

Cold Stone Creamery has continuously promoted and supported worthwhile causes as part of its mission. The company has a long philanthropic history with the [Make-A-Wish Foundation®](#), among others. This partnership extends Cold Stone Creamery's philanthropic efforts to a cause that resonates with its core customer.

"Part of our vision at Cold Stone Creamery is providing customers with what they want, not only in the products in our stores but in the causes we

support,” said [Dan Beem](#), president of Cold Stone Creamery. “Aligning with a cause that resonates with our core customer allows us to be more relevant to them in more aspects of their lives. This is especially critical when our customers have fewer dollars to spend. We want to help our customers’ dollar go further in supporting causes that are meaningful to them.”

“NBCF is honored to have the support of such a fine company as Cold Stone Creamery,” said [Janelle Hail](#), Founder & CEO of the National Breast Cancer Foundation. “Their partnership allows us to fulfill our mission to save lives through early detection and to provide mammograms for those in need.”

Cold Stone Creamery will feature Fitzgerald’s own Creation, “Heaven Eleven,” for a limited time during the promotion. “Heaven Eleven” includes Cold Stone Creamery’s premium strawberry ice cream, graham cracker pie crust, white chocolate chips, strawberries and bananas. Fitzgerald’s pink creation serves as an additional reminder of the fight against breast cancer.

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 13 countries worldwide. For more information about Cold Stone Creamery, visit www.coldstonecreamery.com. For more information about Kahala, visit www.kahalacorp.com.

About the National Breast Cancer Foundation

The National Breast Cancer Foundation extends women’s lives through education about breast cancer and early detection. The organization provides hope to women and families affected by breast cancer through a community of caring support and encouragement that enables those diagnosed with breast cancer to have fulfilling lives during their treatment and afterward. For more information, visit www.nbcf.org.

Media Contacts:

Allison Riley
Coltrin & Associates
212-221-1616
Allison_Riley@coltrin.com

Jennifer Webb
Coltrin & Associates
801-350-9412
Jennifer_Webb@coltrin.com