

COLD STONE CREAMERY



OUR VISION

The world will know us as the
Ultimate Ice Cream Experience by making us the
#1 best-selling ice cream brand in America by
December 31, 2009.

OUR MISSION

We will make people happy around the world by selling the
highest quality, most creative ice cream experience
with passion, excellence and innovation.

We will achieve this in an entrepreneurial spirit of partnership with
a diverse Community of Crew Members, Managers, Franchisees,
Area Developers, Creamery Team Members and Key Suppliers –
all focused on serving their customers and the communities where they live.

We will do this in a culture where members of our Community are rewarded for the
experiences they create, and where exceptional experiences earn exceptional rewards.

DAILY PURPOSE

Make today a great day for ice cream by selling more ice cream, to more people, more often,
in more locations so that the Cold Stone Community can profit by making more people happy.

KEY SUCCESS FACTORS

- Be a Breakthrough Brand
- Have Profitable Businesses
- Achieve Daily Operational Excellence
- Demonstrate Local Store Marketing Leadership
- Have the Right People in the Right Places
- Be First to the Best Locations
- Be the Best 1st Job
- Create Strong Community Relations & Cold Stone Culture

BRAND BENEFITS

- Higher Sales
- Lower Costs
- More Profitable Businesses
- More Marketing Dollars
- Higher Asset Values

CORE VALUES

- Do the Right Thing
- Be the Best... Be #1
- Bring Out the Best in Our People
- Profit by Making People Happy
- Win as a Team

PYRAMID OF SUCCESS 2010