



FOR IMMEDIATE RELEASE

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**COLD STONE CREAMERY CELEBRATES NATIONAL ICE CREAM MONTH
BY HOSTING THE “WORLD’S LARGEST ICE CREAM CAKE SOCIAL”**

Make-A-Wish Children Inspire Ice Cream Cake and Community Support Nationwide

Scottsdale, Ariz. (July 1, 2004) – Cold Stone Creamery® will fulfill more than just ice cream wishes and waffle cone dreams this summer as stores nationwide team up for a month-long fund-raising effort on behalf of the Make-A-Wish Foundation®.

In honor of National Ice Cream Month, Cold Stone Creamery announces that a portion of all ice cream and ice cream cakes purchased during July will benefit the Make-A-Wish Foundation. In addition, for a \$1 donation, Cold Stone will invite ice cream lovers to invent their own signature ice cream Creations™ and have their name and recipe inscribed on a special Make-A-Wish star to be posted on the store walls throughout July.

The Third Annual World’s Largest Ice Cream Cake Social

The real celebration begins when on Thursday, July 29 from 5 to 8 p.m. when over 700 Cold Stone Creamery locations nationwide will host their third annual “World’s Largest Ice Cream Cake Social.” Guests will be treated to a free slice of the Make-A-Wish Ice Cream Cake and will be encouraged to make a donation in return. The Make-A-Wish Ice Cream Cake was created by two wish children from Chicago, Kristen, age 11, and Brian, age 9, both battling cystic fibrosis. The ice cream cake consists of layers of devil’s food cake, sweet cream ice cream, Oreos®, and chocolate shavings wrapped in a rich chocolate ganache.

At the end of July, Cold Stone Creamery will donate the star proceeds, all customer donations, and a portion of sales generated during National Ice Cream Month to the Make-A-Wish Foundation. This summer, Cold Stone Creamery will sponsor Kristen’s wish to attend the international games in Athens with her family, and donations from the National Ice Cream Month promotion and 3rd Annual World’s Largest Ice Cream Cake Social will help grant the wishes of children with life-threatening medical conditions, like Kristen and Brian.

About the Make-A-Wish Foundation

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. It is the largest wish-granting charity in the world, with 75 chapters in the United States and its territories and 27 international affiliates on five continents. With the help of generous donors and more than 25,000 volunteers, the Make-A-Wish Foundation has granted more than 127,000 wishes to children around the world since 1980. For more information about the Make-A-Wish Foundation, visit www.wish.org

About Cold Stone Creamery

Cold Stone Creamery, an independently owned franchise system headquartered in Scottsdale, Ariz., was developed to offer countless combinations of ice cream Creations, and is carried through by a community of franchisees passionate about ice cream. Neither soft-serve nor hard packed, Cold Stone Creamery’s secret recipe for smooth and creamy ice cream is made fresh daily in each store, then customized by combining a variety of mix-ins on a frozen granite stone. The resulting ice cream Creation delivers an unbeatable first bite sensation. For more information, please visit www.coldstonecreamery.com

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