



FOR IMMEDIATE RELEASE

CONTACT: Kevin Donnellan
(480) 348-1704 x122
kdonnellan@coldstonecreamery.com

**COLD STONE CREAMERY HONORS LOCAL STOREOWNERS, MANAGERS,
CREW MEMBERS, AREA DEVELOPERS AND SPONSORS**

Annual Franchise Meeting Awards Ceremony Recognizes Cream of the Crop

SCOTTSDALE, Ariz. – (January 17, 2005) – Cold Stone Creamery®, the fastest growing ice cream franchise in the nation, is proud to announce the winners of this year’s Annual Franchisee Meeting Awards. The four day meeting took place earlier this month at the Bellagio in Las Vegas and consisted of more than **1,700** Franchisees, Area Developers, Crew Members, Creamery headquarter employees, sponsors and vendors. Cold Stone Creamery recognized excellence across the country and honored individuals who have demonstrated their commitment to the Ultimate Ice Cream Experience.

Below are a list of the categories and the winners of this year’s awards:

Dan Farr Award Recipient: Susan Landgraf, Cold Stone Creamery Vice President, Training and Organizational Development

The Dan Farr Award is the Creamery’s most prestigious and coveted honor one could receive within the Cold Stone Creamery community. Dan Farr, of Anchorage, Alaska came to the Creamery when Cold Stone Creamery first began franchising. At the time, Cold Stone Creamery had no intentions of expanding into Alaska. However, through dedication, perseverance and repeated attempts to gain CEO Doug Ducey’s attention, he was finally awarded the first Cold Stone Creamery of Alaska. The success of the Alaska market proved Farr’s predictions to be true and the Alaska stores continue to be among the Creamery’s top performers.

Area Developer of the Year

Niagara Investments

Outstanding Managers the Year

Jennie Stover – Boise, ID

Heidi Walker – Loma Linda, CA

Eric Weigel – Canton, MI

Vicki Jackson - Elk Grove, CA

Liz Spencer – Garner, NC

Outstanding Crew Members of the Year

Aimee Turpin – San Diego, CA

Leslie Cook – Salem, OR

Erin Lara – Yucaipa, CA

Michelle Sandonato – Gainesville, FL

Shawna Skinner – Albuquerque, NM

Power of One – The Power of One Award is given to a franchisee who submits ideas that are subsequently implemented system-wide. This award honors innovation and the power of great ideas in every facet of Cold Stone Creamery’s business.

Recipient: Dave Siemienski – Burbank, CA

Golden Spade – The Golden Spade, a gold plated ice cream tool, represents excellence in all levels of store operations ranging from store cleanliness to sales to customer service. In order to receive the Golden Spade, recipients must be operating for at least one year, have outstanding mystery shopper reports, provide a fun friendly atmosphere with superior entertainment and embody Cold Stone Creamery’s day-to-day commitment to the ultimate ice cream experience.

Roger, Dianna & Eric Johnson Woodinville, WA	Tim Fitzgerald Littleton, CO	Fay O'Luster Tucson, AZ
Frank & Cindy Caperino (5 time award winner) San Diego, CA	Lisa Gies Tucson, AZ	Richard & Heidi Brown Vista, CA
Edward & Angie Rinck Vancouver, WA	Lea & Kevin Stanhope Yuma, AZ	Ali & Patrick Arnold Broomfield, CO
Lauren & Marc Holbrook Greensboro, NC	Jeff Buck & Dave Gall Raleigh, CD	Mark de Witt Victorville, CA
Michael Goldman & Leonard Hansen Modesto & Oakdale, CA	Samuel & Ming Lee Norwalk, CA	Jean & Pauline Ewart Honolulu, HI
Erik & Charley Willis Albuquerque, NM	Lori Sutherland Santee, CA	Dean & Della Johnson Plymouth, MN
Sandy Helm, Eric Olsen & Amie Headstrom Fort Collins, CO	Keith & Lory Axtman Lancaster & Palmdale, CA	Lou & Sherry Mazza Redmond & Bellevue, WA
John & Wendy Volmert & Jason Castle Aurora, CO	Dale, Debbie, Denise Johnson Maple Grove, MN	Tim & Laurel Spinner Salinas, CA
Karen Harmon & Bobbie Queen Wilmington, NC	Craig & Brenda Cowell Aurora, CO	Mark Andrew Elk Grove, CA
Mark Jane, Jack Smith, Heather Cox Dayton, OH	Ruben & Yolanda Navarro Ontario, CA	Jim & Mary Hansen Spokane, WA
Lori & Scott Hindenlang, Marilyn & Don Smith, Janice Barry Springboro, OH	Jennifer & Kevin Guisinger Alpine, CA	Stan & Sharryl Pittman Colorado Springs & Pueblo, CO
Rick & Debbie Desmond Franklin, TN	Brian & Jenna Dicker Salem, OR	Kelley Faegre Eden Prairie, MN
Peter Lacagno & George Quintero Covina, CA	Brian & Leiann Brown Tampa, FL	Jay Patel Louisville, KY
Dean & Julie Pickens Keizer, OR	Esther Wong & Joe Lin Oceanside, CA	

Other awards included Masters of Suggestive Selling, Best Newcomer, Best Co-Op Market, Best New Store Opening Plan, Cake Master (Highest Cake Sales & Highest Cake Sales Percentage), Top Dollar Club and Best Sales Increase.

About Cold Stone Creamery

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience*[®], which is carried through by a community of franchisees 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. With more than 900 stores from coast to coast, Cold Stone Creamery currently operates in 47 states including Alaska, Hawaii, the Caribbean and Guam. Cold Stone Creamery is an independently owned franchise system, headquartered in Scottsdale, Ariz. For more information about Cold Stone Creamery, visit the company's Web site at www.coldstonecreamery.com.