



FOR IMMEDIATE RELEASE

CONTACT: Kevin Donnellan
(480) 362-4954 direct
kdonnellan@coldstonecreamery.com

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

Annual Franchisee Meeting Awards Ceremony Recognizes Cream of the Crop

SCOTTSDALE, Ariz. (Jan. 2006) – 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. More than 1,600 franchisees, area developers, crew members, Creamery headquarter employees, sponsors and vendors attended the four-day meeting which took place earlier this month at the Bellagio in Las Vegas. Cold Stone Creamery recognized excellence across the country by honoring individuals who have demonstrated their commitment to *The Ultimate Ice Cream Experience*®. Below is a list of the major categories and the winners of this year’s awards:

Area Developer of the Year

Michigan Creamery Ventures, Inc.

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.

Michael Goldman – Modesto, CA
Mary & Dick Mansker; Ocean City, MD

Bill Gant – Beaumont, TX

Outstanding Managers the Year

Matthew Chavez - Phoenix, AZ
Jodi Crawford - Modesto, CA
Dennis Maple - Coronado, CA

Gabriel Sida - El Paso, TX
Susan Veillette - Miami, FL

Outstanding Crew Members of the Year

Shannon Driscoll - Boynton Beach, FL
Justin Freedman - Lawrenceville, NJ
Cherylyn Hahn - San Diego, CA

Rena Mendez - Brunswick, ME
Adam Phillipson - Menifee, CA

Best 1st Boss – This award honors managers (nominated by crew members) or store owners (nominated by managers) based on the following qualifications: Have served a minimum of six months as a store manager or store owner; have primary responsibility for the store’s daily operation; be a role model for crew; demonstrate leadership and a spirit of teamwork; and exemplify the Cold Stone Creamery culture.

Rarik Abelian - Scotts Valley, CA
Ellen Brown - Appleton, WI
Ken Mogle - Lancaster, OH

Ginger Hensley - Grand Rapids, MI
Michael Goldman - Modesto, CA
Patrick & Camille Dickerson - Layton & Farmington, UT

Golden Spade – The Golden Spade Award represents excellence in all levels of store operation, ranging from cleanliness to sales to customer service. In order to receive the Golden Spade, a gold-plated ice cream tool, recipients must have been 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*®.

Golden Spade Winners:

Frank & Cindy Caperino (6 time award winner)
San Diego, CA

Michael Goldman & Leonard Hansen (2)
Modesto, CA

Ted & Lori Sutherland
Santee, CA

Chris & Jera Dalton, Dustin & Caitlin Alexander,
and Jerry & Arloa Alexander - Cañon City, CO

Dick & Mary Mansker (2)
Rehoboth Beach, DE

Greg, Jean, Doug & Pauline Ewart
Honolulu, HI

Jim & Linda Berntgen
Dubuque, IA

Bobbie & Michael Queen, Karen & Kent Harmon
and Stephen & Sandy Smith – Wilmington, NC

Josie & Brad Whitmore and Tifanie Pavone
Concord, NC

Gary & Julie Hilliard
Brunswick, ME

Patric Knapp
New York City, NY (Times Square)

Marc & Lauren Holbrook
Greensboro, NC (2)

Lori & Scott Hindenlang and
Marilyn & Don Smith – Springboro, OH

Brian & Jenna Dieker
Albany, OR & Salem, OR (2)

Ed & Cindy Reesman
Sioux Falls, SD

Paul & Debbie Deininger
San Antonio, TX

Timothy & Karen Shelton
Federal Way, WA

Vincent Chao & Min Wang
Anaheim Hills, CA

Lory & Keith Axtman
Palmdale, CA

Jerry & Jeanne Holdren
Seal Beach, CA

Ralph & Sherryl Pittman
Colorado Springs, CO

Jim & Marlene Broman
Lake Mary, FL

Hemal, Sanmukh, Anil & Mahesh Patel
Newport, KY

Eric & Shelly Banks, Holly Geary,
Scott & Janet Otis - Sioux City, IA

Paul & Karen Weldon and Eunice
& John Malkasian – Millbury, MA

Jeff Buck and Dave Gall
Cary, NC

Erik & Tom Willis
Albuquerque, NM

Mary Jane & Jack Smith
Centerville, OH

Robert, Roxanne, Susan & Evan Horton
Columbus, OH (2)

Gail Vaughan, Linda & Jim Swindle
Bend, OR

David & Carol Lesnick
Pittsburgh, PA

Richard & Deborah Desmond
Franklin, TN

Timothy & Karen Shelton
Auburn, WA

Cami & David Machado
Woodinville, WA

Mark DeWit & Sheila Violi
Hesperia, CA

Rafik Abelian
Santa Cruz, CA

Mark DeWit & Sheila Violi
Victorville, CA

Maria Rudolph
Longmont, CO

Jun & Sumiko Espaldon
Tamuning, Guam

Nilesh & Sanjay Patel
Louisville, KY

Joel Orth
Frankfort, IL

Tony & Kristine Bilello
Holland, MI

Joe & Amy Hodge
Greensboro, NC

Rebecca & Ramie Ramsden
Hopkins, NM

Ken & Melissa Mogle
Lancaster, OH

Jerry & Loraine Benford
Maumee, OH

Jess Stennett
Klamath Falls, OR

Jim & Linda Berntgen
Cedar Rapids, SD

Greg & Rocio Cropp
El Paso, TX

Ed & Patrocina Ramsey
Burlington, WA

Phillip & Jackie Marks
Delafield, WI

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 aims to deliver *The Ultimate Ice Cream Experience*[®], and this vision is carried through by a community of franchisees passionate about ice cream and making people happy. 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 an independently owned franchise system with more than 1,200 stores in the U.S., the Caribbean, Guam and Japan. For more information about Cold Stone Creamery, visit the company's Web site at www.coldstonecreamery.com.