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**COLD STONE CREAMERY ANNOUNCES “SWEET” REWARDS FOR TOP
CREW MEMBERS DELIVERING ULTIMATE ICE CREAM EXPERIENCE**

A total of \$45,000 in scholarships awarded to cream of the crop

SCOTTSDALE, Ariz. (Sept. 12, 2005) – Today Cold Stone Creamery® proudly announced the three winning stores in the company’s “Ultimate Experience Championship,” an incentive program aimed at rewarding outstanding Crew Members. The first place winning store received a prize of \$20,000 in scholarship money to be divided among the Crew; second place was awarded a total of \$15,000; and third place winner received \$10,000. In addition, each winning store will receive funds to host a celebratory party for the entire Crew.

And the winners are...

1st Place: Cold Stone Creamery located at 127 Justice Center Rd. in **Cañon City, CO** owned by **Chris Dalton**.

2nd Place: Cold Stone Creamery located at 7017 N. 10th St. in **McAllen, TX** owned by **Rodrigo Cano**.

3rd Place: Cold Stone Creamery located at 520 West 21st Street in **Norfolk, VA** owned by **Scott Gilman**.

Since June, more than 1,100 Cold Stone Creamery locations in 47 states participated in the incentive program. The program was established to bring out the best in approximately 20,000 Crew Members across the country and reward “the cream of the crop” for creating exceptional in-store experiences. Those experiences included unmatched customer service along with a unique entertainment factor of singing, dancing, and flipping ice cream spades while creating a fun and welcoming environment for all customers.

It’s a well-known fact that Cold Stone Crew Members are an exceptional group of young people. Through ongoing incentive programs, the company is committed to making to making Cold Stone a fun and rewarding place to work. In fact, being the *Best 1st Job* for the thousands of Crew Members across the country has been identified as a company Key Success Factor because it’s a given; happy employees are more likely to provide great customer service.

“We are thrilled to honor and recognize our stellar crew members with scholarship money as a result of the Ultimate Experience Championship program,” stated Sheldon Harris, President of Cold Stone Creamery. “This program was designed as a way to thank each Crew Member for their dedication to delivering *The Ultimate Ice Cream Experience*. I had the opportunity to personally visit each of the three locations and each of these crews embodies one of our Core Values to *Be the Best...Be #1*.”

In conjunction with the program, an interactive Web site was created to educate crew members on the program, test their Cold Stone knowledge and provide them with the opportunity to win one of more than 10,000 prizes. The swag included PlayStation® Portables, iPod Shuffles, messenger bags and gift cards to national retailers.

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 1,150 stores from coast to coast, Cold Stone Creamery currently operates in 47 states, 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.

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