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CONTACT: Lisa Levi
Cold Stone Creamery
(480) 348-1704 ext. 111

COLD STONE CREAMERY ANNOUNCES 2004 NOMINEES FOR THE “BEST ICE CREAM CREATION IN A MOTION PICTURE CATEGORY”

The Academy of Ice Cream Lovers is Asked to Put Its Tastes to the Test

SCOTTSDALE, Ariz. – (January 27, 2004) – And the cone goes to . . . Cold Stone Creamery for serving up its latest batch of nominees for this year’s “Best Ice Cream Creation in a Motion Picture Category” poll. Ice cream lovers are being asked raise their spoons and cast their ballots at www.coldstonecreamery.com between February 2 and February 29 to select this year’s favorite ice cream Creation most worthy of the “red carpet.”

Celebrating the year’s most outstanding Creations in ice cream, the 2004 nominees for “Best Ice Cream Creation in a Motion Picture Category” are:

- **Lord of the Pecans: The Return of the Caramel** – *“With this ice cream the journey ends.”*
Smooth and creamy French vanilla ice cream with pecans, sweet caramel and graham cracker pie crust.
- **Minty River** – *“We bury our Oreos® and fudge; we wash them in mint.”*
Mint ice cream with double servings of Oreos®, and ribbons of fudge.
- **Lost in Banana Splitation** – *“Every banana wants to be found.”*
Mouthwatering banana ice cream, with strawberries, chocolate fudge and roasted almonds.
- **Strawberry-iscuit** – *“The hopes of a Creation rode on a great ice cream.”*
Strawberry ice cream with graham cracker pie crust, strawberries and fresh banana.
- **Mastermallow and Chocomander** – *“The far side of the stone.”*
Chocolate ice cream with roasted almonds, and double servings of fluffy marshmallows.

“Like Hollywood, the Cold Stone Creamery experience allows ice cream lovers to be the producer of their own unique masterpieces, casting the best mix of stars and supporting elements for the final Creation,” said Lisa Levi, spokeswoman for Cold Stone Creamery. “The ‘Best Ice Cream Creation in a Motion Picture Category’ poll enables ice cream lovers to share the true spirit of Hollywood, by either serving the themed Creations at their awards parties or simply acting as ice cream critics to taste and rate their favorite.”

Will “Lord” ask for seconds this year? Last year, “Lord of the Oreos®: The Two Cookies” licked the competition to scoop up the “Best Ice Cream Creation in a Motion Picture Category.” Other Creations on the menu for the prestigious 2003 award included “Chicadough,” “The Pecanist,” “The Cake Hours” and “Gangs of New York Cheesecake.” The winning Creation will be announced the week following the event night, March 1.

For those hosting a personal Tinseltown gala at home, the ice cream nominees can be found at the nearest Cold Stone Creamery location from Feb. 2 – 29. To find a location, visit www.coldstonecreamery.com. These red carpet Creations range in price depending on location, but average at \$3.50 – \$5.50 for a “Love It” (regular) sized Creation.

About Cold Stone Creamery

Cold Stone Creamery is the nation's fastest-growing ice cream franchise, with more than 550 stores in 43 states from coast to coast, also in the Caribbean. Cold Stone Creamery handcrafts its secret recipe for super-premium ice cream, and then customizes each order by combining a variety of mix-ins on a frozen granite stone. The resulting ice cream Creation delivers an unbeatable first bite sensation. Please visit www.coldstonecreamery.com for store locations.

* This contest is not affiliated with or endorsed by the Academy of Motion Picture Arts and Sciences