



FOR IMMEDIATE RELEASE

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**COLD STONE CREAMERY LEADS THE ICE CREAM INDUSTRY WITH BRAND
NEW ICE CREAM FLAVOR...CAKE BATTER ICE CREAM!**

New Cold Stone Creamery Cake Batter Ice Cream Will Leave Customers Licking Their

Scottsdale, Ariz. (Jan. 13, 2003) – Cold Stone Creamery®, the fastest growing ice cream franchise in the nation, is making ice cream history as the creator of Cake Batter™ Ice Cream, an ice cream flavor so rich and amazing, it's like licking cake batter from the bowl. Never has there been such a breakthrough ice cream flavor introduced since Cookie Dough ice cream in 1991, which was well over 10 years ago. A franchisee out of Augusta, Ga. thought up the fabulous idea and now Cold Stone Creamery is the first concept to develop the proprietary recipe for Cake Batter Ice Cream. Now, at Cold Stone Creamery, customers can have their cake and ice cream and eat it too!

Cold Stone Creamery's Cake Batter Ice Cream incorporates the rich and confectionary taste of homemade cake batter straight from the bowl with the smooth and creamy texture of Cold Stone Creamery's super-premium ice cream. **The top-secret recipe will be unveiled and available at all Cold Stone Creamery stores across the country and Caribbean beginning January 13, 2003.**

"We are introducing an unprecedented ice cream flavor with an amazing new taste to ice cream lovers around the world," said Lisa Levi, Cold Stone Creamery media relations specialist. "It's a milestone for Cold Stone Creamery, but even more importantly it's a major milestone in the industry and is sure to make ice cream history."

Although the Cake Batter Ice Cream is so rich and creamy the flavor stands on its own, the possibilities to personalize and customize each Cake Batter Ice Cream Creation are endless. Cold Stone Creamery has started the creative process of blending the new flavor of ice cream with name brand mix-ins by showcasing two new great Creations™ featuring Cake Batter Ice Cream:

- Candyland™—Smooth and creamy Cake Batter Ice Cream mixed with a medley of well-known chocolates—M&M's®, Snickers®, and Kit Kat® bars.
- Cherry Cake Double Take™—Straight from the bowl-tasting Cake Batter Ice Cream mixed with delicious delectable black cherries, diced toasted almonds, pure golden sweet honey, and soft sponge cake.

Candyland and Cherry Cake Double Take samples will be offered at all Cold Stone Creamery stores from Jan. 13 thru Feb. 23. Cake Batter Ice Cream will be offered at all Cold Stone Creamery locations as a standard option all year long.

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***MEDIA NOTE:**

For Cake Batter Ice Cream product drops and interviews, please contact Lisa Levi at (480) 348-1704 ext. 111.

About Cold Stone Creamery

Cold Stone Creamery was developed to create the perfect ice cream experience, and is carried through by a community of people passionate about ice cream. Specializing in providing The Ultimate Ice Cream Experience[®] for people who love ice cream, 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. With more than 300 Creameries in 31 states and the Caribbean, Cold Stone Creamery plans to establish 1,000 stores by 2004. Cold Stone Creamery is an independently owned franchise system, headquartered in Scottsdale, Ariz. For more information about Cold Stone Creamery, visit the company's Website at www.coldstonecreamery.com.

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"It's a Great Day for Ice Cream!"[®]