



MEDIA ALERT

Event Date: June 19, 2003

**STARS TO JOIN COLD STONE CREAMERY AT
TIMES SQUARE OPENING TODAY**

***“Thoroughly Modern Millie” Star Sutton Foster and Smash Mouth singer Steve Harwell
To Help Kick-off National Partnership with the Make-A-Wish Foundation***

WHAT: Cold Stone Creamery®, the nation’s fastest growing super-premium ice cream destination, will open the doors to its flagship Times Square store today.

To kick off its national partnership with the Make-A-Wish Foundation® of America, Cold Stone Creamery will donate 50 percent of all opening-day ice cream sales from the flagship Times Square store to the Make-A-Wish Foundation of Metro New York.

Grand-opening festivities will recognize local New York Wish children along with special guest appearances by music celebrities Steve Harwell, lead singer of Interscope recording group Smash Mouth, and Sutton Foster, the Tony®-award winning star of the Broadway musical “Thoroughly Modern Millie.”

Cold Stone Creamery will be the only store of its kind in Manhattan: Neither soft-served nor hard-packed, Cold Stone Creamery’s secret recipe for smooth and creamy ice cream is made fresh in store daily, and then customized by combining a variety of mix-ins on a frozen granite stone for an unbeatable first-bite sensation. With unlimited combinations of ice cream flavors and mix-ins possible, Cold Stone Creamery can satisfy virtually any dessert desire.

WHEN: Thursday, June 19, 2003
10:45 a.m. – Grand opening ceremony for the Make-A-Wish Foundation
11:00 a.m. – Doors open to the public

WHERE: 253 W. 42nd St, in Times Square’s popular E-Walk at 42nd Street and 8th Avenue
Phone: (212) 398-1882
(Next to Loews Theatres and B. B. King’s Blues Room)

**PHOTO
OPPS:** - Steve Harwell, lead singer of Smash Mouth, “guest mixer”
- Sutton Foster, Broadway star, “guest mixer”
- Cold Stone Creamery CEO Doug Ducey officially opening store
- New York-area Wish children sampling the first Cold Stone Creamery Creations

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About Cold Stone Creamery

Cold Stone Creamery is the nation's fastest-growing super-premium ice cream franchise, with nearly 400 stores in 36 states from coast to coast, plus Hawaii and 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. 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!”®