

**FOR IMMEDIATE RELEASE**



**COLD STONE CREAMERY ADDS NEW LICENSING PARTNERSHIP TO BUSINESS MIX**

**LOS ANGELES, CA – Monday, June 11, 2007** – Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, has been named the exclusive licensing agent for Cold Stone Creamery, well-known for making people happy by serving the highest quality, most creative ice cream experience.

As the fastest-growing concept in the super-premium ice cream category, Cold Stone Creamery has become recognized for changing the way people think about ice cream. Opening the first store in 1988, Cold Stone Creamery continues to lead the industry and was ranked No. 14 in the January 2007 "Franchise 500" issue of *Entrepreneur* magazine.

"We know ice cream aficionados are passionate about our brand and this partnership will enable the ice cream lovers of the world the opportunity to enjoy Cold Stone Creamery in a variety of ways throughout their daily lives," stated Kevin Myers, vice president of sales & marketing of Cold Stone Creamery.

Global Icons will develop and manage the Cold Stone Creamery licensing program by mixing the core brand ingredients of high quality, innovation and personalization to create the Cold Stone Creamery signature experience through licensed merchandise.

The Cold Stone Creamery-branded merchandise line will capture the "love it" brand essence and bring the unique brand experience into consumers' homes through multiple product categories including housewares, tabletop & kitchen electrics, health & beauty products, gift items, kid's role-play activities & toys and food & beverage.

"Cold Stone Creamery conjures up wonderful thoughts of delicious flavors, endless varieties, unbelievable quality and happy memories made just for the customer, the perfect mix of brand attributes that will be layered into the Cold Stone Creamery-branded merchandise," said Jeff Lotman, CEO of Global Icons. "We are thrilled to bring the Cold Stone Creamery experience to a whole new level with branded products. We share Cold Stone Creamery's vision and enthusiasm to bring the ultimate ice cream experience into all homes."

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**Global Icons** - [www.globalicons.com](http://www.globalicons.com)

Global Icons is the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks. On behalf of its ever-expanding roster of clients, the company's goal is to increase brand awareness and revenue through the establishment of new products, distribution channels and revenue streams. Select clients include Airstream, Breathe Right, Build-A-Bear Workshop, Chevron, Chuck E Cheese's, Cold Stone Creamery, Cutex, Encyclopaedia Britannica, Gulf, Hershey's, Hollywood, Humvee, Igloo, Tonino Lamborghini, Make-A-Wish, Miso Pretty, Spic and Span, Texaco, and UPS, among others.

**Cold Stone Creamery**

Cold Stone Creamery delivers the *Ultimate Ice Cream Experience*<sup>®</sup> through a community of franchisees who are 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. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is part of the Kahala•Cold Stone holding company, a leading brand-building franchisor with a portfolio of 13 diversified restaurant and service brands. Cold Stone Creamery alone operates nearly 1,400 locations in the US, Puerto Rico, Guam, Japan, Korea, China and Taiwan. For more information about Cold Stone Creamery, visit the company's Web site at [www.coldstonecreamery.com](http://www.coldstonecreamery.com).

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