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COLD STONE CREAMERY LAUNCHES FIRST INTEGRATED ADVERTISING CAMPAIGN

SCOTTSDALE, Ariz., (May 21, 2007) – 3...2...1...Action! On May 21, 2007, Cold Stone Creamery launches its first national integrated advertising campaign, including television, since the company's inception in 1988. The affectionately named **LOVE IT LOVE IT** campaign asks ice cream lovers how far they would go for the love of Cold Stone's ice cream, and is comprised of three television spots, online and radio advertising, and a **LOVE IT LOVE IT** microsite.

The concept behind **LOVE IT LOVE IT** was born from a universal truism; ice cream lovers are deeply passionate about their ice cream. Unapologetically so. And lovers of Cold Stone ice cream are especially fanatic thanks to the brand's friendly personality and exceptional product offerings including ice cream Creations, cakes, shakes and smoothies to which consumers can add a wide variety of mix-ins. The goal of this first nationwide effort is to harness the public's love for ice cream and position Cold Stone Creamery as the mecca for every ice cream lover.

"It's no secret Cold Stone Creamery has a strong following of passionate ice cream aficionados that would do just about anything for our ice cream Creations," said Kevin Myers, vice president of sales and marketing. "We wanted to capture the same engaging and entertaining spirit found in our stores while reminding people that Cold Stone Creamery is the premier destination for ice cream this summer."

LOVE IT LOVE IT Integrated Marketing Campaign

The **LOVE IT LOVE IT** campaign dramatizes the ice cream lovers' journey to a Cold Stone Creamery, the mecca of ice cream, and then poses obstacles in their path, thus testing their desire for ice cream. The television spots are meant to be dramatic, humorous and a bit mysterious. For example, one television spot features a young boy approaching a Cold Stone Creamery. Inside he sees a few of his arch-nemeses. A voice over asks if the "insatiable draw" of his favorite Cold Stone Creation, Birthday Cake Remix, will give him the strength to open the door. Other spots borrow from urban legend and pop culture, and feature Big Foot and an Heiress.

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Unique to the ice cream industry, people can continue the **LOVE IT LOVE IT** experience online at LoveIt-LoveIt.com. There they'll find the campaign spots, vignettes on some of the characters featured in the television commercials and funny out-takes from the actual commercial shoot.



Cold Stone Creamery's first television campaign borrows from pop culture and urban legend, featuring an Heiress and Big Foot.

"It's a love story about a struggle between desire and fear and how far one will go to get what they really want, which is, naturally, ice cream," notes Tony Granger, chief creative officer at Saatchi + Saatchi NY.

The work was created by Cold Stone Creamery's new advertising agency, Saatchi & Saatchi NY, the media was placed by Santy of Phoenix, Ariz. and the microsite was created by TargetScope of Plano, Texas.

Cold Stone Creamery

Cold Stone Creamery delivers the *Ultimate Ice Cream Experience*[®] 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 U.S., 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.

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Saatchi & Saatchi

Saatchi & Saatchi New York (www.saatchiny.com) the most awarded U.S. agency at this year's prestigious International Advertising Festival at Cannes. The office is the largest agency in the 153-office Saatchi & Saatchi global network, part of Publicis Groupe, the world's fourth largest communications group. Recently awarded the Wendy's and JCPenney businesses, it handles over 40 #1 brands in its client portfolio, including: Tide, Pampers and Olay (Procter & Gamble); Pillsbury and Cheerios (General Mills); Excedrin, Theraflu and Triaminic (Novartis); BASF; Ameriprise; Pay-By-Touch; and Reynolds Wrap. The agency represents clients with combined annual revenues of approximately \$500 billion and market capitalization of approximately \$650 billion.

Saatchi & Saatchi is known for its exceptional strength at creating the emotional connections between consumers and products. This approach comes to life through Lovemarks, the methodology created to create "loyalty beyond reason" and "inspirational consumers."

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