



COLD STONE CREAMERY PARTNERS WITH PEPSI

Pepsi Chosen As Official Beverage Provider For All Cold Stone Locations

SCOTTSDALE, Ariz. (October 3, 2006) – Cold Stone Creamery® today announced a multi-year agreement making Pepsi-Cola North America its exclusive beverage supplier. Cold Stone Creamery, well-known for making people happy by serving the highest quality, most creative ice cream experience, will carry a variety of carbonated and non-carbonated Pepsi products in 20 oz. bottles format, including Pepsi, Diet Pepsi, Sierra Mist, Mountain Dew and Aquafina. The agreement marks the first exclusive beverage partnership for the company.

“Cold Stone Creamery shares our passion for innovation, making them a great partner for Pepsi,” said Scott Siers, Vice President of Industry Relations and Business Development, Pepsi-Cola North America. “Their vision is focused on providing customers with an enjoyable experience and we look forward to playing a role in their continued success.”

“Pepsi matches our enthusiasm when it comes to delivering the best possible product to our customers,” said Kevin Myers, Vice President of Sales and Marketing, Cold Stone Creamery. “Their creativity and marketing expertise will certainly play a significant role as we continue to develop new menu items that will excite ice cream lovers.”

About 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 adding a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is an independently owned franchise system with more than 1,350 stores in the U.S., Puerto Rico, Guam, Japan and Korea. For more information about Cold Stone Creamery, visit www.coldstonecreamery.com.

About PepsiCo Foodservice

The PepsiCo Foodservice Division integrates the relevant units of Pepsi-Cola and Frito-Lay together with Quaker, Tropicana and Gatorade in the United States and Canada. Rooted in PepsiCo’s “Power of One” principles, PepsiCo Foodservice leverages the scale and breadth of the corporation’s brands to provide a unified voice to its customers and deliver competitive advantage in the fast-growing foodservice and vending channels.

###