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DAN BEEM NAMED COLD STONE CREAMERY'S NEW PRESIDENT

Beem poised to lead Cold Stone Creamery to vision of becoming the #1 best selling ice cream brand in America

SCOTTSDALE, Ariz. (September 13, 2007) – Cold Stone Creamery® announced today that vice president of profitability, Dan Beem, has been named president. In his four years with Cold Stone Creamery, Beem has developed a strong results-oriented track record combined with a passion for the brand that motivates and engages everyone he works with.

In his new role, Beem will be responsible for ensuring that Cold Stone Creamery continues on its path to increasing sales, improving franchisee profitability and delivering the *Ultimate Ice Cream Experience*® to ice cream lovers around the world.

“I’m pleased to conclude that after an extensive, nationwide search the right candidate for this position is Dan Beem,” commented Doug Ducey, chief executive officer for Kahala-Cold Stone. “His understanding of Cold Stone Creamery operations along with his experience serving the franchisee community will surely yield positive results for the brand.”

“Leading the Cold Stone franchisees at this time is a tremendous opportunity,” commented Beem. “I look forward to continuing my support in growing their businesses and strengthening our partnership by driving profitability.”

Prior to Cold Stone Creamery, Beem gained significant experience in the food service industry working in both executive and management positions with Planet Hollywood, T.G.I. Fridays, Gordon Biersch Brewing Company and NASCAR. He also owned and operated his own restaurant for two years.

Ranked no. 1 in the ice cream and frozen desserts category in *Entrepreneur* magazine's “Franchise 500” (2007), Cold Stone Creamery is a force to be reckoned with in the \$21 billion U.S. ice cream industry. Reported 2006 system-wide revenues exceeded \$471 million, up 15 percent over 2005.

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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 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 14 diversified brands. Cold Stone Creamery alone operates more than 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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