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COLD STONE CREAMERY DANCE CONTEST FINALISTS NAMED

Black Eyed Peas' Fergie to judge finalists' "Shake It Up" dance moves

SCOTTSDALE, Ariz. (August 16, 2006) – Seven regional finalists have been selected for their sweet moves in Cold Stone Creamery's® "Shake It Up" Dance Contest. The finalists will travel to New York City to be judged by a panel of ice cream tastemasters and Fergie of the multi-platinum two-time Grammy Award-winning group, The Black Eyed Peas.

Selected from nearly 100 contestants who entered the contest that ran July 1 – 23 during National Ice Cream Month, the seven finalists are:

- **Kylee Darcy**, 17, from Fairfax, CA. Kylee says she was inspired by the idea of shakin' it up with her hot Latin moves and coolin' it down with a Cold Stone shake.
- **Tyler Nilson**, 25, from Santa Monica, CA. Tyler claims if he's selected as the winner, he'll buy a spaceship to fly to the hot planet Mars and introduce Martians to the cool treats from Cold Stone.
- **Jimmy Edgett**, 20, from Maricopa, AZ. In his audition video, Jimmy displayed his breakdancing moves on Tempe, Arizona's Mill Ave. earning enough change to buy a Citrus Sensation™ smoothie from Cold Stone.
- **Jennifer Ellingson**, 17, from Cedar Falls, IA. Jennifer caught the judges' eyes with her appropriately themed audition video to the song, "Ice Cream & Cake." Jennifer loves to cool things down with Cold Stone's Strawberry Bonanza™ smoothie.
- **Ken Townsend**, 48, from Glen Allen, VA. This family man and self-proclaimed 'Mr. Shake It Up' proved he can still 'bring it' on the dance floor despite a bad back.
- **Ariana DeBose**, 15, from Raleigh, NC. This young performer has been dancing for 12 years, is currently in a band and has been cast in two musical theatre productions. She loves the Cheesecake Fantasy Creation™ from Cold Stone because "it makes it her happy."
- **Jasmine Reid**, 22, from Brooklyn, NY. Jasmine's favorite Cold Stone Shake is Very Vanilla™ although her dance moves are anything but vanilla. She's been dancing for 16 years and says she "cannot wait to 'Shake It Up' at the finale."

The grand prize winner will receive \$15,000 and free shakes and smoothies for life, while the six runners up will receive free shakes and smoothies for a year. To view the finalists' videos visit www.coldstonecreamery.com/shakeitup and click through to the Cold Stone Creamery group on YouTube.com.

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 the company's Web site at www.coldstonecreamery.com.

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