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Sadly, National Ice Cream Month Comes to End

Well-Known Feuding Personalities Can't Put Differences Aside, Not Even For Ice Cream and a Good Cause

SCOTTSDALE, Ariz. (August 1, 2007) – National Ice Cream Month 2007 has come and gone, yet wonderful memories of warm summer days and delicious ice cream still linger in the air and on the tongue. However, for three sets of feuding personalities, August 1 may mark the continuation of ongoing disagreements.

[Cold Stone Creamery](#), in an effort to show the world the healing power of this honored treat, invited three sets of feuding celebrities to patch things up over ice cream. Open letters proposing the reunions were sent to the following pairs: Kelly Clarkson and Clive Davis; Spencer Pratt and Lauren Conrad; and Elisabeth Hasselbeck and Rosie O'Donnell. To sweeten the deal, Cold Stone Creamery offered to make a \$10,000 donation to each of the named individual's [charity](#) of choice if they appeared at Cold Stone Creamery on the last day of National Ice Cream Month.

"We're disappointed that a love of ice cream and a good cause couldn't convince these nemeses to put aside their differences this time," remarked [Kevin Myers](#), vice president of sales and marketing. "Though this particular group of individuals couldn't come together, we're confident that legions of ice cream aficionados across the country will continue to enjoy our indulgent, super-premium ice cream year-round no matter the circumstance."

The inspiration for this nemesis get-together stems from the company's first-ever [national television advertising campaign](#), launched by Cold Stone Creamery this summer. The 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. Drawing from pop culture and urban legend, the characters featured in the commercial include Bigfoot, the Boogey Man and an Heiress among others. View the commercials at www.loveit-loveit.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 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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