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COLD STONE CREAMERY BRINGS BACK POPULAR HOLIDAY FLAVORS

SCOTTSDALE, Ariz. (October 18, 2006) – Nothing quite marks the holidays like the return of traditional fare to the dinner table year after year. And it's no secret that the sweet treats are often the most coveted.

This is certainly the case with Cold Stone Creamery's® holiday offerings. Beginning Oct. 18 two seasonal ice cream flavors, pumpkin and dark chocolate peppermint, are back to fulfill a holiday tradition for an increasing number of American families.

Starting with Cold Stone Creamery's famed pumpkin ice cream flavor, this sweet dessert has once again manifested itself in the form of a Creation™ called *Pumpkin Pie in the Sky™*. This tried and true Creation is made with pumpkin ice cream, graham cracker pie crust, caramel and whipped topping and can be taken to-go in an Everybody's container (48 oz.) to be enjoyed at home with friends and family. A *Pumpkin Ice Cream Pie* is also available and made with the same delectable pumpkin ice cream nestled in a graham cracker pie crust and decorated with dollops of cinnamon frosting and chocolate leaves. Both treats are the perfect accompaniment to any cool weather celebration and are available through Nov. 30.

Cold Stone Creamery's revamped ice cream shake line will also honor the holidays with two new shakes including *Harvest Spice™* made with pumpkin ice cream, milk, graham cracker pie crust and cinnamon and *Mintnight Snack™* made with dark chocolate peppermint ice cream, milk and OREO® cookies.

The dark chocolate peppermint ice cream can also be found in a Creation called *After Dinner Mint™*, which combines the ice cream with marshmallows, OREO® and whipped topping, and an ice cream cake called *Dark Peppermint Pleasure™* made with layers of red velvet cake covered in ganache and garnished with candy canes. Dark Chocolate Peppermint ice cream is available from Oct. 18 through Dec. 31.

"Each year when it's time to develop the holiday ice cream treats for Cold Stone Creamery, I feel like one of Santa's elves in the workshop," said Senior Tastemaster® Ray Karam. "This year it was most exciting to use our holiday flavors to create two rich ice cream shakes that perfectly complement our redesigned shake line."

Finally, Cold Stone Creamery also offers gift cards year-round at all locations and online at www.coldstonecreamery.com. They are great stocking stuffers and are the perfect gift for that hard-to-please person on your list.

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 nearly 1,400 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.

Note to editors: High-resolution images available upon request

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