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COLD STONE CREAMERY DEBUTS IN JAPAN

First store in Asia signals future growth

SCOTTSDALE, Ariz. (November 18, 2005) – The Land of the Rising Sun warmed up to Cold Stone Creamery during the recent opening of the company’s first store in Asia. Located in the Roppongi Hills complex in Tokyo, the store’s opening will contribute to fulfilling Cold Stone Creamery’s mission to “make people happy around the **world** by selling the highest quality, most creative ice cream experience with passion, excellence and innovation.”



Opening day was marked by a continuous two-and-a-half hour line that formed six hours before the ribbon cutting ceremony and ran until closing; over 1,000 people were served. In the first week alone, sales for the 400-square-foot store surpassed \$36,000.

“Cold Stone Creamery has always been a favorite in the United States, but with such a successful opening of our first store in Asia, we’ve confirmed Cold Stone has worldwide appeal,” said Lee Knowlton, senior vice president of Cold Stone Creamery.

Flavor preferences differ slightly in Japan, with a stronger emphasis on fruit flavors and Creations™ than in the United States. Strawberry Shortcake Serenade™, made of sweet cream ice cream mixed with strawberries, yellow cake and whipped topping, was the top seller of the day.

The opening of the Roppongi Hills store is the first step in an aggressive worldwide growth plan. Cold Stone Creamery Japan plans to open 150 stores in the Tokyo metropolitan area by the end of 2009. The second store in Tokyo is scheduled to open in March 2006. Future plans include opening stores in Korea, China, Taiwan, Canada and Mexico.

About Cold Stone Creamery

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience*[®], which is carried through by a community of franchisees 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. With more than 1,200 stores from coast to coast, Cold Stone Creamery currently operates in 47 states including Alaska, Hawaii, the Caribbean and Guam, and continues to expand internationally, including a location in the heart of Tokyo. Cold Stone Creamery is an independently owned franchise system, headquartered in Scottsdale, Ariz. For more information about Cold Stone Creamery, visit the company's Web site at www.coldstonecreamery.com.

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