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National Ice Cream Month Celebrated with Five Fabulous Flavors

Cold Stone Creamery showcases innovation and enthusiasm in July and throughout the year

Scottsdale, Ariz. (June 23, 2005) – Throughout the year, Cold Stone Creamery® has been showcasing innovative ice cream flavors, each one more exciting than the last. But the real celebration begins this July with the introduction of **five new, dynamic flavors**.

In honor of National Ice Cream Month, on Saturday, July 2 between 10:00 a.m. and noon, every Cold Stone Creamery location across the country will offer free tasting samples of the following ice cream flavors – **Wasabi Ginger, Fruity Cereal, Black Licorice, Oatmeal Cookie Batter and Tangerine Sorbet**. Inspired by the exhilarating playfulness of summertime, this group of unique flavors showcases Cold Stone Creamery’s passion for ice cream. These five flavors are available only during the month of July and will be followed by one new flavor each month including Blueberry in August, Cookie Batter in September, Espresso in October, Carrot Cake Batter in November, and Dark Chocolate Peppermint in December.

“It was a thrill developing these flavors, and I’m excited to hear reactions from ice cream aficionados across the country,” said Ray Karam, Cold Stone Creamery’s Tastemaster™. “Each of the flavors being introduced in July will appeal to different people for different reasons, and that’s the beauty of showcasing such a wide variety of taste profiles. When ice cream is the subject matter, it is truly a dream to work with a company that embraces creativity and exploration.”

In addition to the tasting event, Cold Stone Creamery will celebrate National Ice Cream Month by awarding **Free Ice Cream for a Year**. Each store across the country will give away one certificate good for ice cream for a year – that’s nearly 1,100 opportunities to win this truly indulgent prize. To enter the drawing, visit a Cold Stone Creamery on July 2 from 10 a.m. to noon. The lucky winners will be announced on-site and must be present to win.

To find the nearest Cold Stone Creamery, visit www.coldstonecreamery.com.

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 nearly 1,100 stores from coast to coast, Cold Stone Creamery currently operates in 47 states including Alaska, Hawaii, the Caribbean and Guam. 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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