



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Jami Clark  
Cold Stone Creamery  
480-362-4956

---

**Summer Ice Cream Enthusiasts in for a Treat with Three New Flavors**

---

*Cold Stone Creamery introduces kid-themed flavors -- Bubble Gum & Cotton Candy ice cream and Watermelon sorbet -- for a limited-time promotional price*

**SCOTTSDALE, Ariz. (June 7, 2006)** – From swimming pools to beaches, amusement parks to cookouts, summer is all about children. This year, in honor of these inspirational young ones, Cold Stone Creamery® is joining in the fun. Starting June 7, 1,300 stores across the country will feature a whimsical new product line just for kids, at a special \$1.50 promotional price\*.

For the first time ever, **Bubble Gum** ice cream joins the Cold Stone ice cream lineup. This bright pink ice cream not only has a traditional Bubble Gum taste and smell, but features a unique, chewy texture just like real gum. For little aficionados who prefer blue, there's **Cotton Candy** ice cream, a flavor -- available for only a month last year -- that is so authentic kids across the country were clamoring for its return. Finally, both the young and the young at heart will love refreshing **Watermelon** sorbet -- available only while supplies last. (Bubble Gum and Cotton Candy ice cream will be available year 'round.)

But the fun for kids doesn't stop with new flavors. Cold Stone Creamery's Tastemaster™ Ray Karam, the man with every kid's dream job, takes it a step further by introducing fun flavor combinations sure to delight even the youngest ice cream fan. "I get a kick out of developing flavors and Creations™ for kids; in fact, I almost became a science teacher before I discovered my passion for ice cream," said Karam. "I can't wait for these new items to hit the stores this summer."

The Tastemaster -- created, kid-tested and approved new Creations include:

- **Delicious Dirt™** – Chocolate ice cream with Oreo® cookies
- **Sprinkleberry™** – Strawberry ice cream with sprinkles
- **GubbleBum™** – Bubble Gum ice cream with marshmallows
- **Beary Beary Blue™** – Cotton Candy ice cream with Gummi Bears
- **Wacky Watermelon** – Watermelon sorbet with Gummi Bears

\* From June 7 to August 31, Cold Stone Creamery will offer a Kids Creation with one mix-in for \$1.50.

**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 an independently owned franchise system with more than 1,300 stores in the U.S., Puerto Rico, Guam and Japan. For more information about Cold Stone Creamery, visit the company's Web site at [www.coldstonecreamery.com](http://www.coldstonecreamery.com).

###