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**COLD STONE CREAMERY ASKS WELL-KNOWN NEMESSES TO PUT
THEIR DIFFERENCES ASIDE FOR THE LOVE OF ICE CREAM**

In Celebration of National Ice Cream Month and New Advertising Campaign

SCOTTSDALE, Ariz. (July 5, 2007) – Everyone battles with a nemesis whether it be a person or a thing and whether it's shared publicly or kept private. However, for those personalities in the public eye, these struggles tend to reach epic proportion because either the parties involved enjoy the drama or the public fuels the fire.

In celebration of National Ice Cream Month and Cold Stone Creamery's new advertising campaign, it is time to love thy nemesis. Three sets of well-know feuding personalities have been invited to put aside their differences and come together on the final day of National Ice Cream Month on Tuesday, July 31, 2007. In an effort to further encourage these nemeses to put their disputes behind them, Cold Stone Creamery is offering \$10,000 to be donated to each individual's charity of choice.

Certified letters detailing the proposal have been sent to three well-known feuding personalities. The first letter was sent to a famed recording artist struggling for artistic control with the chairman of a very large recording label. A second letter was sent to two young Los Angeles-based reality television stars—one male, one female—fighting over the same girl. The last letter was sent to two former television talk show co-hosts known for their varying differences on just about every subject. Copies of these letters can be obtained by contacting Cold Stone Creamery.

“We’ve heard from legions of loyal ice cream fanatics that they’d do just about anything for a bowl of our ice cream,” remarked Kevin Myers, vice president of sales and marketing. “However, the real question is will the insatiable draw of the nation’s most indulgent, super-premium ice cream help these celebrities put aside their differences once and for all?”

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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 creative concept demonstrates that true ice cream aficionados can overcome just about anything, including their worse nemesis, for the love of Cold Stone Creamery ice cream (the commercials can be found 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 13 diversified restaurant and service brands. Cold Stone Creamery alone operates nearly 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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