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ICE CREAM TRUCK REACHES SCREAMING SPEEDS

Cold Stone Creamery Teams-Up with Monster Garage to Create an Extraordinary Truck

SCOTTSDALE, Ariz. (March 31, 2006) – When the television program that’s known for “Turning Ordinary Cars Into Extraordinary Machines” met *The Ultimate Ice Cream Experience*[®], sparks began to fly. On Monday, April 3, Cold Stone Creamery and the Monster Garage team up to construct the ultimate ice cream truck.

The finished machine isn’t fit for your neighborhood ice cream man. Instead it’s a reflection of what happens when you combine the world’s most innovative gear head with an ice cream brand that’s clearly leaving the competition in the dust.



Jesse James and his “Build Team” including Springboro, Ohio resident and Cold Stone franchisee and area developer Don Smith, turn a 1977 Chevy ice-cream delivery truck carrying 500 pounds of ice-cream and freezing equipment into a ferociously fast racing vehicle capable of taking on the experts at the International Ice Racing Association championships on a frozen lake in Minnesota.

The Cold Stone Creamery Monster Garage episode will air on the Discovery Channel, April 3 at 8:00pm (ET/PT).

About Monster Garage

Monster Garage takes a dream team of mechanics and places them in a garage fully equipped to transform an ordinary vehicle into an extraordinary machine – all within one week. Jesse James, founder of West Coast Choppers - well known for his custom-made motorcycles, self-made success and uncomplicated style - cops no attitudes that he can’t back up with skills and ingenuity. This honest and unabashed can-do quality is communicated in every episode; and has endeared the show to millions of admiring fans.

About Cold Stone Creamery

Cold Stone Creamery aims to deliver *The Ultimate Ice Cream Experience*[®], and this vision is carried through by a community of franchisees passionate about ice cream and making people happy. 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 1,250 stores in the U.S., the Caribbean, Guam and Japan. For more information about Cold Stone Creamery, visit the company’s Web site at www.coldstonecreamery.com.