



**FOR IMMEDIATE RELEASE**

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## **COLD STONE CREAMERY ADDS TWO NEW OPTIONS TO THEIR SPRING LINEUP**

**SCOTTSDALE, Ariz. (April 1, 2006)** – Spring has arrived and with it the season of celebration. Mother’s Day, graduations, and baby and bridal events are just some of the reasons to gather with friends and family in the coming months.

And what makes a good celebration great? Ice cream desserts! In fact, a recent national survey<sup>1</sup> commissioned by Cold Stone Creamery<sup>®</sup> found that 80 percent of Americans consume ice cream for a celebratory occasion. That’s why the ice cream innovators at Cold Stone Creamery are introducing two new to-go options just in time for your spring soiree.

### **Cold Stone To Go**

In world where customization is a growing trend -- from clothing to furniture to cars -- it’s no secret Americans expect their food made-to-order as well. However, when it comes to ice cream, many people have had to settle for the tired, bland and not-so-fresh frozen treats from the grocery store freezer. All this is about to change – which is great news for ice cream aficionados in search of that personalized ice cream creation on-the-go.

Beginning April 1, ice cream lovers can devour their favorite ice cream Creations<sup>™</sup> anywhere their hearts desire with **Cold Stone To Go** – available at all store locations. Each Creation is made to order from dozens of options of ice cream flavors and mix-ins and packed into one of the new containers appropriately named Mine<sup>™</sup> (pint), Ours<sup>™</sup> (quart) and Everybody’s<sup>™</sup> (48 oz. scround).

In addition to Creations that are personalized to meet people’s exact cravings, what really separates Cold Stone ice cream from other carry out ice cream options is its freshness. Unlike grocery store ice cream, which can develop freezer burn and ice crystals as it travels from the manufacturing plant to the freezer case, Cold Stone ice cream is made fresh at each store location.

“Cold Stone To Go is the antithesis of stale grocery store ice cream. It’s about creating a personalized ice cream experience regardless of what – or where – you’re celebrating,” said Kevin Myers, Vice President of Marketing and Sales for Cold Stone Creamery.

**Cold Stone To Go** retails for \$5.99 for a Mine, \$7.99 for an Ours and \$10.99 for an Everybody’s, although prices may vary per region.

### **Mom's Strawberry Sensation**

Also debuting in April, Cold Stone Creamery has created an ice cream cake in honor of Mother's Day, called **Mom's Strawberry Sensation**. The distinctively delicious new cake is the perfect combination of strawberry ice cream, chocolate shavings and strawberry puree layered with rich red velvet cake. And to top it off, so to speak, this strawberry lover's dream is decorated with strawberry frosting and decadent chocolate-dipped strawberries.

**Mom's Strawberry Sensation** is available in stores across the country April 1 through May 14. A small round cake serves eight and retails for \$21.99, although prices may vary per region.

So whether you're hosting or attending a celebration this spring, head to Cold Stone Creamery to pick up the most creative, high-quality ice cream or ice cream cake available to go.

### **About Cold Stone Creamery**

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience*<sup>®</sup> 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 1,250 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).

*Note to editors: For more information, product samples or to request high-resolution images, please contact Anne Christenson at 480-362-4990 or [achristenson@coldstonecreamery.com](mailto:achristenson@coldstonecreamery.com)*

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<sup>i</sup> Equation Research conducted an online survey among 1,020 Americans age 18+. The survey took place between March 1 - 3, 2006. The margin of error for all respondents is  $\pm 3.1\%$ .