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GOODBYE PUMPKIN PIE, COLD STONE CREAMERY PUTS AN ENCHANTING SPIN ON A SEASONAL FAVORITE

Scottsdale, Ariz. – (Oct. 1, 2003) – What would Halloween be without trick-or-treats? What would Thanksgiving dinner be without a traditional pumpkin pie? It actually wouldn't be that bad if you had something better...and this year you do. Cold Stone Creamery is making something much more appealing than jack-o-lanterns and carriages out of its pumpkins. The nation's fastest growing super-premium ice cream destination has dreamed up a few whimsical pumpkin desserts that are in high demand during the fall season.

Whether it's a mystical Halloween night craving or a holiday dinner party dessert, Cold Stone Creamery can satisfy your confectionary pumpkin needs. Harvest Crunch™, Pumpkin Pie in the Sky™ and Pumpkin Pie all include Cold Stone Creamery's delectable smooth and creamy pumpkin ice cream.

Made with pumpkin ice cream, pieces of crumbled graham cracker pie crust within, whipped topping and a graham cracker pie crust shell, Cold Stone Creamery Pumpkin Ice Cream Pies are sure to please dinner guests at any party. In addition, Cold Stone Creamery's seasonal pumpkin ice cream Creations™ include the most mouthwatering combinations.

- **Harvest Crunch™**– *Flavorful pumpkin ice cream with crunchy Heath® Bar, melt-in-your-mouth caramel and walnuts*
- **Pumpkin Pie in the Sky™** – *Smooth and creamy pumpkin ice cream, graham cracker pie crust, caramel and fluffy whipped topping.*

The seasonal pumpkin Creations are available beginning Oct. 1 through the 31st. Cold Stone Creamery Pumpkin Pies are available beginning Oct. 1 and will be offered through the end of the year. Guests can always customize and decorate their pies and Creations for any occasion any time of year, from holiday dinner desserts to birthday parties to graduation celebrations.

COLD STONE CREAMERY
PUMPKIN TREATS
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About Cold Stone Creamery

Cold Stone Creamery was developed to create the perfect ice cream experience, and 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. The resulting ice cream Creation delivers an unbeatable first bite sensation. With more than 450 stores from coast to coast including the Caribbean and Hawaii, Cold Stone Creamery plans to establish 1,000 stores by 2004. 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.

"It's a Great Day for Ice Cream!"®