



COLD STONE

CREAMERY

THE BEST OF COLD STONE

Fastest Growing Ice Cream Concept in America

- Received the “2005 Consumers’ Choice in Chains Award” in the *Treat* category in the August 2005 issue of *Restaurants & Institutions*
- Listed #11 on *Entrepreneur* magazine’s 2005 list of the “Fastest Growing Franchises in America”
- Listed #24 in the January 2006 *Entrepreneur* “Franchise 500,” up from #59 in 2005

Franchisee Applications

- More than 25,000 franchise applications were received in 2005
- Less than one percent of applicants are awarded a Cold Stone Creamery franchise

Store Awards

- More than 2,300 stores have been awarded in 50 states, Puerto Rico, Guam and Japan
- 299 new franchise agreements were executed in 2005

Premier Locations

- 326 new Cold Stone Creamery leases were executed in 2005, and another 300 are slated for 2006
- New lease provisions that secure payment to landlords directly from the home office have fueled lease negotiations. This new initiative has given the Cold Stone Creamery Real Estate Team the ability to negotiate better lease terms, allowing franchisees to open their stores faster

Training

- 467 people graduated from Cold Stone University in 2005
- More than 500 additional ice cream lovers are expected to graduate in 2006

Store Openings

- There are more than 1,300 stores currently operating in 47 states, Puerto Rico, Guam, and Japan
- Opened 338 new stores in 2005 including the first store in Tokyo, Japan
- First store in Korea slated to open in June 2006
- 293 stores are slated to open in 2006

Sales Success

- 2005 system-wide sales exceeded \$408 million, up from \$288 million in 2004
- Cold Stone Creamery leads all other super-premium ice cream concepts with stores averaging over **\$382,000** in annualized sales

Franchisee Support

- Cold Stone Creamery is registered nationally with the Small Business Administration, which means that it’s easier and faster to obtain funding than ever before

www.coldstonecreamery.com

- Cold Stone Creamery received over 555 million Web hits in 2005, up from 400 million in 2004

Coldest Cold Stone Creamery

- Anchorage, Alaska – Average minimum temperature in January is 8 degrees Fahrenheit

Warmest Cold Stone Creamery

- Lake Havasu City, Ariz. – Average maximum temperature in July is 113 degrees Fahrenheit