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COLD STONE CREAMERY TO DEBUT IN TIMES SQUARE THURSDAY, JUNE 19

New York City Opening Kicks off National Partnership with the Make-A-Wish Foundation of America

SCOTTSDALE, Ariz. (June 9, 2003) – Just in time for summer, Cold Stone Creamery®, the nation's fastest growing super-premium ice cream chain, will open the doors to its flagship Times Square store on Thursday, June 19.

To kick off its national partnership with Make-A-Wish Foundation® of America, Cold Stone Creamery will donate 50 percent of all opening-day ice cream sales from the flagship Times Square store to the Make-A-Wish Foundation of Metro New York. Grand opening festivities will recognize local New York Wish children along with a special guest appearance by a local celebrity. As Cold Stone Creamery grows towards achieving its goal of 1,000 stores opened by 2004, local store openings nationwide benefit local Make-A-Wish chapters and other local charities. The grand-opening ceremony for the Make-A-Wish Foundation will be held at 10 a.m. on June 19, just before the store opens its doors to the public at 11 a.m.

Cold Stone Creamery will be the only store of its kind in Manhattan: Neither soft-served nor hard-packed, Cold Stone Creamery's secret recipe for smooth and creamy ice cream* is made fresh in store daily, then customized by combining a variety of mix-ins on a frozen granite stone for an unbeatable first-bite sensation. With unlimited combinations of ice cream flavors and mix-ins possible, Cold Stone Creamery can satisfy virtually any dessert desire.

The store is located at 253 W. 42nd St, in Times Square's popular E-Walk at 42nd Street and 8th Avenue (next to Loews Cineplex and B. B. King's Blues Room). Cold Stone Creamery's new location measures approximately 1,250 sq. ft. and is specially designed to accommodate the high traffic in the area, and is forecasted to serve over 1,500 gallons of ice cream per week.

Cold Stone Creamery has a unique process of auditioning potential Crew members to join the Creamery team. The auditions process has been in place at Cold Stone Creamery since the beginning, and helps attract the most out-going, enthusiastic and passionate crew members who in-turn serve up the ultimate ice cream experience.

The Times Square store will employ 150 of the most upbeat New Yorkers Cold Stone Managers could find.

"Cold Stone Creamery is truly the ultimate ice cream destination for those who love ice cream, and we are excited to introduce it to New York City for the first time," said Sheldon Harris chief operating officer, Cold Stone Creamery. "Cold Stone Creamery has developed a following across the country, and we're confident New Yorkers will share this passion."

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“As we ‘celebrate a generation of wishes’ during the 20th birthday of Metro New York, we are so pleased to be in partnership for the first time with Cold Stone Creamery. They bring a unique ice cream experience to New York as they help Make-A-Wish Foundation grant the wishes of kids with life threatening medical conditions” said Patricia Clemency, President and CEO of Make-A-Wish Foundation[®] of Metro New York.

Cold Stone Creamery continues to set new growth records and maintain its position as the nation’s fastest growing super-premium ice cream concept. Ranked no. 72 in *Entrepreneur* magazine’s Annual Franchise 500 (Jan. 2003), Cold Stone Creamery’s potential has been realized by a surge of entrepreneurs eager to open their own Cold Stone Creamery franchises. Prospective franchise applications are up 257 percent over 2002, with 1,575 applications received in Feb. 2003 alone. In 2002, Cold Stone Creamery opened 144 new stores, and is slated to open 300 in 2003 and another 450 in 2004.

** Cold Stone Creamery’s Times Square store will feature Kosher products*

About Make-A-Wish Foundation[®] of Metro New York

The Make-A-Wish Foundation of Metro New York grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. The Metro New York chapter has fulfilled more than **4,700** wishes and is celebrating its 20th birthday in 2003. If you would like to refer a child, make a donation or volunteer your time, please contact the organization at 516-944-6212 or visit www.metro.ny.wish.org.

About Cold Stone Creamery

Cold Stone Creamery is the nation's fastest-growing super-premium ice cream franchise, with nearly 400 stores in 36 states from coast to coast, plus Hawaii and the Caribbean. Cold Stone Creamery handcrafts its secret recipe for super premium ice cream, and then customizes each order by combining a variety of mix-ins on a frozen granite stone. The resulting ice cream Creation delivers an unbeatable first bite sensation. For more information about Cold Stone Creamery, visit the company’s Website at www.coldstonecreamery.com.

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“It’s a Great Day for Ice Cream!”[®]