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## **COLD STONE CREAMERY MAKES THE WILDEST ICE CREAM FANTASIES REALITY WITH SEVERAL NEW MOUTHWATERING CREATIONS**

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*Cold Stone Creamery Introduces its Cold Stone Originals to Satisfy Dessert Lovers' Cravings*

**SCOTTSDALE, Ariz. (April 21, 2003)** – Imagine a world where there are no limits to the ice cream combinations and concoctions you can create; where your ice cream desires and needs could be met with one quick trip. Maybe its silky smooth chocolate ice cream with fresh soft brownies, cherry pie filling and fudge you fancy, or maybe it's rich coffee ice cream with Heathbar<sup>®</sup>, roasted almonds and sweet caramel you prefer. Whatever it is, Cold Stone Creamery<sup>®</sup> can create it right in front of your eyes. With its many ice cream flavors, candies, homemade brownies and waffle cones, fruit and pie fillings, and chocolates, Cold Stone Creamery can create whatever your sweet tooth desires.

If you're not sure what your taste buds are in the mood for or are a little shy when it comes to selecting your freshly made ice cream and mix-ins for combining, no need to fret. Cold Stone Creamery, the nation's fastest growing super-premium ice cream destination, is introducing more than two dozen ice cream Creations<sup>™</sup> that are sure to meet your needs. They are what the company is calling the Cold Stone Originals<sup>™</sup>. These Creations specialize in satisfying the cravings of people with exotic, sweet, distinct, or traditional tastes. Some of the new Cold Stone Originals include:

- **Nights in White Chocolate<sup>™</sup>** – *White chocolate ice cream with a double serving of white chocolate chips, caramel and whipped topping*
- **Monkey Bites<sup>™</sup>** – *Banana ice cream with pecans, coconut, crunch bar and banana*
- **Strawberry Shortcake Serenade<sup>™</sup>** – *Sweet cream ice cream with strawberries, sponge cake and whipped topping*
- **Birthday Cake Remix<sup>™</sup>** – *Cake batter ice cream with rainbow sprinkles, brownie and fudge*
- **Mud Pie Mojo<sup>™</sup>** – *Coffee ice cream with peanut butter, Oreos<sup>®</sup>, roasted almonds, fudge and whipped topping*
- **Cookie Doughn't You Want Some<sup>™</sup>** – *French vanilla ice cream with chocolate chips, cookie dough, fudge and caramel*
- **Fruit Stand Rendezvous<sup>™</sup>** – *Strawberry ice cream with graham cracker pie crust, white chocolate chips, strawberries and banana*
- **At The Cocoa Banana Cabana<sup>™</sup>** – *Banana ice cream with sponge cake, banana, fudge and whipped topping*

With these new Cold Stone Originals, you will never be left without a satisfying experience. The Creations are modeled after popular taste profiles that people are known to embrace and love.

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“The Cold Stone Originals really represent what Cold Stone Creamery is all about by combining super-premium ice cream with high quality brand name mix-ins to create a savory treat for our guests,” says Sheldon Harris, Cold Stone Creamery chief operating officer. “With the Cold Stone Originals, we have taken it a step further and developed several new creative recipes based on our guests requests and popular flavorful ingredients that we know taste great together, offering even more possibilities and combinations for ice cream lovers to choose from.”

**Cold Stone Originals will be offered at all Cold Stone Creamery locations beginning April 14, 2003.**

**\*MEDIA NOTE:**

For Cold Stone Originals product drops and interviews, please contact Anne Christenson at (480) 348-1704 x. 221.

**About Cold Stone Creamery**

Cold Stone Creamery, an independently owned franchise system headquartered in Scottsdale, Ariz., was developed to offer countless combinations of ice cream Creations, and is carried through by a community of franchisees passionate about ice cream. Neither soft served nor hard packed, Cold Stone Creamery’s secret recipe for smooth and creamy ice cream is made fresh 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 fist bite sensation. With more than 350 stores in 32 states and the Caribbean, Cold Stone Creamery plans to establish 1,000 stores by 2004.

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*“It’s a Great Day for Ice Cream!”<sup>SM</sup>*