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Ice Cream Marriage Aims To Restore Our Faith In Love

Cold Stone Creamery Celebrates Valentine's Day with Pairs

SCOTTSDALE, Ariz. (Jan. 25, 2006) – In a time when it seems break-ups are abound, first Jen and Brad then Nick and Jessica and possibly Britney and Kevin, the passionate ice cream aficionados at Cold Stone Creamery want to bring a little love back to Valentine's Day. In an effort to show the world that happy partnerships can still be made, stores across the country will be combining ice cream flavors and cakes to prove there is such a thing as the perfect match.

Starting Jan. 15, visitors to the Cold Stone Creamery web site, www.coldstonecreamery.com, will be asked to match up the two flavors they'd most like to see married. For each vote cast, web visitors will be entered to win a romantic Hawaiian getaway for two (contest winner will be notified on March 1). For contest rules and details, visit www.coldstonecreamery.com. A marriage ceremony between the two most compatible flavors may be viewed on Feb. 14 also via the company's web site.

If the marriage of ice cream flavors isn't enough to restore your faith in love, Cold Stone Creamery is making a very special cake combination available starting Jan.15 through Feb. 14. "Our ice cream cakes have really changed the way people think about cakes, so we wanted to take that one step further by offering a surprising twist to the Valentine's Day offerings. The ice cream cake duo will surely add delight to any celebration," said Melissa Underwood, Sr. Director of Marketing. The two miniature cakes will be packaged together and sold as a pair for \$14.99, prices may vary per region. This ice cream cake duo is the perfect way to celebrate Valentine's Day with that special someone or a group of friends.

About Cold Stone Creamery

Cold Stone Creamery aims to deliver *The Ultimate Ice Cream Experience*[®], and this vision is carried through by a community of franchisees passionate about ice cream and making people happy. 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 1,200 stores in the U.S., the Caribbean, Guam and Japan. For more information about Cold Stone Creamery, visit the company's Web site at www.coldstonecreamery.com.

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