



## FOR IMMEDIATE RELEASE

### CONTACT:

Jami Clark  
480.362.4956 – office  
480.296.8246 – cell  
jclark@kahalacorp.com

## GENERATION Y CONTESTANTS GET CLOSER TO BECOMING COLD STONE CREAMERY'S IMIX AMERICA WINNER

---

### *Social networking skills advance popular ice cream Creations to next level of competition*

**SCOTTSDALE, Ariz., (Oct. 1, 2008)** – Generation Y has proven it's imaginative talent and savvy networking skills in the first round of [Cold Stone Creamery's](#) interactive [iMix America Contest](#). Hundreds of creative ice cream Creations were shared and promoted through social networking avenues. The next round of competitors will rely on local support and interactive marketing tactics to drive sales of their Creations in order to advance to the finals.

The contest kicked off in February of this year with 9,000 applicants vying for the chance to win \$30,000 in prizes. All the chosen participants partnered with a local Cold Stone Creamery store to create their own ice cream [Creation](#). Using their social networks, these Generation Y contestants promoted their concoctions with friends all across the country. Then, after weeks of online voting, Cold Stone reduced the number of contestants to the top 125 Creations based on rank.

"The iMix America contest highlighted the imaginations of Generation Y in two very different aspects, creative development and interactive marketing," said [Dan Beem](#), president of Cold Stone Creamery. "These students have done a terrific job at promoting these very innovative ice cream Creations."

Cold Stone's contest truly mixed America up with contestants from nearly every state. With only 125 contestants remaining, the following states are still represented in iMix America: Alabama, Alaska, Arizona, California, Colorado, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, South Carolina, Tennessee, Texas, Utah, Washington, and Wisconsin.

At the time of elimination, the top three Creations were *Tiramisu Temptation* from Florida, *Chocolate Covered Cherry* from Pennsylvania, and *Breakfast in Bed* from Massachusetts. The recipes of each of these Creations are described below:

1. *Tiramisu Temptation* created by Evan Diamond from Florida
  - Coffee ice cream mixed with whipped cream, fudge, and yellow cake
2. *Chocolate Covered Cherry* created by Hannah Haas from Pennsylvania
  - Sweet Cream ice cream mixed with chocolate shavings, maraschino cherries, and brownies with fudge drizzled on top

3. *Breakfast in Bed* created by Brendan Czerwonka from Massachusetts

- French Toast ice cream mixed with cinnamon, chocolate chips, and fudge

The voting for iMix America continues throughout the year, with two more eliminating brackets to narrow the competition. The second bracket ends on November 15, when the competition will be down to the top 20 Creations. The last bracket ends on December 31, and the winning student and Creation for iMix America will be determined.

The iMix America winner will be awarded in January 2009 at the Cold Stone Creamery headquarters in Scottsdale, Ariz. The prize package, worth \$30,000, includes automotive, travel, electronics, and cellular phone products and services.

**Cold Stone Creamery**

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience*® through a community of [franchisees](#) who are 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. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is part of [Kahala](#), a leading brand-building franchisor with a portfolio of diversified restaurant brands.

For more information about Cold Stone Creamery, visit the brand's Web site at [www.coldstonecreamery.com](http://www.coldstonecreamery.com). For more information about Kahala, visit the company's Web site at [www.kahalacorp.com](http://www.kahalacorp.com).

###