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## **COLD STONE CREAMERY LAUNCHES NEW VISION**

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*Ice Cream Franchisor Sets Sights on Becoming the #1 Best-Selling Ice Cream Brand in America*

**SCOTTSDALE, Ariz. (January 26, 2005)** – Cold Stone Creamery, the fastest growing ice cream concept in the nation, today announced the launch of the company’s new Vision Statement: “The world will know us as the *Ultimate Ice Cream Experience* by making us the #1 best-selling ice cream brand in America by December 31, 2009.” The “Pyramid of Success 2010” was revealed by CEO & Chairman Doug Ducey to more than 1,700 attendees at Cold Stone Creamery’s Annual Franchisee Meeting held in Las Vegas last week.

“This new vision will chart the course for our future. It is a course we are confident will revolutionize the ice cream industry and allow our franchisees to make people happy by selling the highest quality, most creative ice cream experience with passion, excellence and innovation,” explained Ducey.

2004 system-wide sales for the company were reported at \$285 million, up 83 percent from \$156 million in 2003. In addition to the 915 stores operating today, the company has sold agreements for another 1,000 stores that are in various stages of development. In 2004, Cold Stone Creamery opened 362 new stores and has another 400 slated to open in 2005.

Another highlight of the Annual Franchise Meeting was the presentation of Cold Stone Creamery’s highest honor, the Dan Farr Pioneer Award. The award is presented to an individual who has taken Cold Stone Creamery to new heights while establishing new standards of excellence, performance and growth. Dan Farr was a visionary and a true pioneer. In 1997, he convinced Cold Stone Creamery to open stores in Alaska, though the company had only 28 stores operating in five states. Although Dan is no longer with us, Cold Stone Creamery celebrates his spirit, and his legacy lives on with the annual presentation of this prestigious award.

This year, the Dan Farr Pioneer Award was presented to Susan Landgraf, Vice-President of Training and Organizational Development. Susan has been responsible for revolutionizing training systems, programs and tools that support and enhance the franchisee’s success since joining the company in 2001. During her tenure with Cold Stone, she’s put in place curriculum for Ice Cream University as well as on-going programs such as computer-based training modules to prepare crew members to provide customers with the ultimate ice cream experience.

Landgraf has more than 30 years of restaurant and franchise training expertise, including 19 years with the Marriott Corporation, eight years of which were as the Vice President of Training for Farrell’s Ice Cream Parlors. She also served as Training Director for Swensen’s Ice Cream Restaurants, Wendy’s International and Vice President of Training for PET’sMart.

Ducey added, “Susan embodies Dan Farr’s pioneering spirit and is a dynamic example to the Cold Stone Creamery community with her endless energy, enthusiasm, and compelling vision for helping us make everyday a great day for ice cream.”

### **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. 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. With more than 900 stores from coast to coast, Cold Stone Creamery currently operates in 46 states including Alaska, Hawaii, the Caribbean and Guam. Cold Stone Creamery is an independently owned franchise system, headquartered in Scottsdale, Ariz. For more information about Cold Stone Creamery, visit the company’s Web site at [www.coldstonecreamery.com](http://www.coldstonecreamery.com).

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