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N E W S R E L E A S E

FOR IMMEDIATE RELEASE

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Cold Stone Creamery President Dan Beem Joins Make-A-Wish Foundation National Board

PHOENIX (May 13, 2008) – The Make-A-Wish Foundation® of America has chosen Dan Beem, president of Scottsdale, Ariz.-based Cold Stone Creamery®, to its board of directors.

Cold Stone Creamery, the super-premium ice cream franchisor with nearly 1,400 locations worldwide, has been a sponsor of the Make-A-Wish Foundation since 2001 and named the Foundation as its official philanthropic partner.

Beem joined Cold Stone Creamery in 2003 as a director and was promoted to president in September 2007. As president, Beem oversees every aspect of the Cold Stone Creamery brand, from communications and marketing to real estate and franchisee profitability.

He also has been instrumental in successful Make-A-Wish® fundraising efforts such as the World's Largest Ice Cream Social, featuring Cold Stone Creamery franchisees serving free ice cream Creations™ designed by a Make-A-Wish kid.

“Dan's career speaks to his great business acumen and excellent leadership skills,” said David Williams, Make-A-Wish Foundation of America president and chief executive officer. “Just as importantly, he believes successful businesses support their communities, and he is committed to philanthropy. We're very fortunate to have him join the national board of directors.”

As a Foundation board member, Beem will assist the world's largest wish-granting charity by providing leadership, strategic planning and outreach counsel for its wish-granting activities.

Beem's career spans more than 20 years in the foodservice industry. He previously owned and operated his own restaurant and held executive and management positions with Planet Hollywood, TGI Fridays, Gordon Biersch Brewing Company and NASCAR.

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About Cold Stone Creamery

Cold Stone Creamery, part of the Kahala family of brands, 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. Cold Stone Creamery alone operates nearly 1,400 locations in the U.S., Puerto Rico, Guam, Japan, Korea, China, Taiwan, Indonesia, Mexico and United Arab Emirates. For more information about Cold Stone Creamery, visit the brand's Web site at coldstonecreamery.com.

For more information about Kahala, visit the company's Web site at www.kahalacorp.com.

About the Make-A-Wish Foundation

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Born in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world, with 67 chapters in the United States and its territories. With the help of generous donors and nearly 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 164,000 wishes in the United States since inception. For more information about the Make-A-Wish Foundation, visit www.wish.org and discover how you can *share the power of a wish*®.

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