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CONTACT:

Veronica Graves
480.362.4946
vgraves@kahalacorp.com

**COLD STONE CREAMERY SERVES UP MONTH-LONG FUNDRAISER TO
BENEFIT THE MAKE-A-WISH FOUNDATION®**

Cold Stone locations offer free ice cream to help make wishes come true

Scottsdale, Ariz. (Sept. 1, 2009) – Cold Stone Creamery® is dishing up free ice cream in exchange for a donation to the Make-A-Wish Foundation, an organization that grants the wishes of children with life-threatening medical conditions. This September all Cold Stone Creamery locations nationwide will host a month-long fundraising celebration, cumulating with the eighth annual "World's Largest Ice Cream Social" on Thursday, Sept. 24, 2009 from 5-8 p.m.

Cold Stone Creamery has supported the Make-A-Wish Foundation since 2002, generating \$3.2 million in donations. This year, 5-year-old Make-A-Wish® kid Jack teamed with Cold Stone Creamery's Tastemaster™ Ray Karam to create his own ice cream Creation to commemorate the alliance. Jack was named "Junior Tastemaster" as he created his special Creation with sweet cream ice cream mixed with brownie, sprinkles and caramel.

During the month, every Cold Stone store will sell customizable paper wish stars for \$1 each, which will adorn the walls of the store, to benefit the local Make-A-Wish chapter. The celebration will reach its peak during the "World's Largest Ice Cream Social," where guests will receive a 3-ounce portion of Jack's Creation when making a donation to benefit the Make-A-Wish Foundation.

"Ice Cream and children is a simple combination, but throw in community support, and now we have a magical experience," said Dan Beem, president of Cold Stone Creamery. "We are proud to have all of our Cold Stone stores nationwide coming together to serve ice cream to benefit this great cause year after year."

To help celebrate the "World's Largest Ice Cream Social," Jack will be at Cold Stone Creamery's flagship store in Times Square New York. With Jack, World Wrestling Entertainment® (WWE®) Superstars the Hart Dynasty™ will also be at the Times Square Cold Stone location to help serve guests during the event. As part of WWE's Make-A-Wish Road to WrestleMania 26, WWE Superstars will make special appearances at a Detroit and Chicago Cold Stone location to help promote the month-long fundraiser.

Ice cream lovers and supporters of the Make-A-Wish Foundation are encouraged to visit their local Cold Stone Creamery on Thursday, Sept. 24, and throughout the month to participate in the fundraising festivities.

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. Founded 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 65 [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 180,000 wishes in the United States since inception. For more information about the Make-A-Wish Foundation, visit wish.org and discover how you can *share the power of a wish*[®].

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 a subsidiary of Kahala, one of the fastest growing franchising companies in the world, with a portfolio of 12 quick service restaurant brands. Cold Stone Creamery operates more than 1,450 locations in 13 countries worldwide.

For more information about Cold Stone Creamery, visit the brand's Web site at www.coldstonecreamery.com. For more information about Kahala, visit the company's Web site at www.kahalacorp.com.

About World Wrestling Entertainment

[World Wrestling Entertainment](#), Inc., a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly, [PG content](#) across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcast in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Tokyo, Toronto and Sydney.

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