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BROKERS AND DEVELOPERS GET A TASTE OF SWEET TENANT

Cold Stone Creamery Searching for "Ultimate" Real Estate Properties in 2005

SCOTTSDALE, Ariz. (May 17, 2005) – Cold Stone Creamery®, the nation's fastest growing super-premium ice cream franchise, has now opened more than 1,000 stores and has another 1,000+ stores in various stages of development. Motivated by one of the company's Key Success Factors, to **Be First to the Best Locations**, Cold Stone Creamery continued its phenomenal growth last year, opening 362 new stores.

Taking a cue from their smooth and creamy ice cream, Cold Stone Creamery recently adopted a new recipe to simplify rent payments. New provisions allow the company to act as a national chain tenant when it comes to securing rent for landlords; payment to landlords is sent directly from the home office, which has eliminated much of the risk involved with developers partnering directly with small business entrepreneurs.

"Cold Stone Creamery has definitely created that 'buzz' that retailers desire," commented Eric Recoon, Director of Leasing for the Benderson Development Company. "Developers want to land them, co-tenants want to be near them, teens want to work there and everybody enjoys their ice cream."

Cold Stone Creamery will be unveiling their new real estate initiatives to brokers and developers from across the country at the International Council of Shopping Centers Show (ICSC) next week in Las Vegas. In 2004, this industry tradeshow introduced over 300 potential sites for the Creamery that were not previously identified.

"With the remarkable development we're experiencing, our biggest challenge is finding the right locations," stated Vice President of Real Estate Brett Sheets. "Optimum sites will include high visibility, dependable traffic, and of course, a fun atmosphere."

Cold Stone Creamery has proven its remarkable growth is maintainable. Ranked no. 12 in *Entrepreneur* magazine's 101 Fastest Growing Franchises in America (January 2005), up from no. 25 last year, the company's growth shows no signs of slowing down. Cold Stone Creamery expects to fully execute over 500 leases and open 414 stores in 2005.

The company's growth is attributed to the passion of their Franchise Community. Boasting a \$405,000 annualized average unit volume, the highest of any super-premium ice cream concept, entrepreneurs have taken notice with 29,000 prospective franchise applications received by Cold Stone Creamery in 2004 alone. System-wide sales in 2004 exceeded \$283 million, up 86% from \$152 million in 2003.

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 1,000 stores from coast to coast, Cold Stone Creamery currently operates in 47 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.

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