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CAMBODIA CELEBRATES COLD STONE CREAMERY GRAND OPENING

Dignitaries Welcome the Ultimate Ice Cream Experience to Capital City Phnom Penh

SCOTTSDALE, Ariz. – (June 21, 2016) Cold Stone Creamery® (www.ColdStoneCreamery.com) has officially entered the Cambodia market with a new location in Phnom Penh, the first of 13 stores set to open over the next five years. The occasion was marked by a VIP celebration and ribbon cutting ceremony on June 3, which was attended by local Cambodian dignitaries excited to welcome the Ultimate Ice Cream Experience® to the country.

The ceremony kicked off with a welcome speech from Mr. Norm Hav, Executive Director of TH F&B Co. Ltd., which owns the master franchise rights to open locations throughout Cambodia. He was joined by His Excellency Mr. William A. Heidt, U.S. Ambassador to the Kingdom of Cambodia, and His Excellency Mr. Pak Sokhom, Secretary of State and Ministry of Tourism, as well as Mr. Eddy Jimenez, Senior Vice President of International Operations and Development at Kahala Brands™, the parent company of Cold Stone Creamery.

“TH F&B Co. Ltd. understands the demand for higher quality products and ultimately found a brand that fit the culture’s desire for delicious tasting ice cream. We are delighted to join forces with them to bring the Cold Stone Creamery brand to ice cream fans of Cambodia,” said Jimenez. “This is just the first of many locations that will cater to the premium tastes of consumers by offering a one of a kind experience and flavor you can only get at Cold Stone Creamery.”

The community gathered for the grand opening to witness the ribbon cutting ceremony by the guests of honor and to enjoy the Ultimate Ice Cream Experience as well as Cold Stone Creamery’s signature menu items. Staff scooped up ice cream made fresh in store and amused guests with their Entertainment Factor®. The celebration continued for a full week with additional marketing efforts, offering ice cream lovers new Cold Stone Creamery daily specials featuring all of the brands’ signature products.

These events included a kid's party with a face painting artist and life-size famous animated characters for the children to enjoy along with their ice cream. In the true spirit of the brand's culture, crew members were also part of a special ribbon cutting where they each received a piece of the red ribbon commemorating their part in the ownership of the store.

Cold Stone Creamery® has continued to make strong key moves into the international market in recent years. The international growth of Cold Stone Creamery began in November 2005 when the first international store opened in Tokyo, Japan. Today, stores are operating in over 300 international locations and in 27 countries abroad, including the Philippines, Kuwait, Qatar, Trinidad, Nigeria, Egypt and Indonesia.

About 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, Arizona, Cold Stone Creamery is owned by parent company Kahala Brands™, one of the fastest growing franchising companies in the world, with a portfolio of 18 quick-service restaurant concepts. The Cold Stone Creamery brand operates approximately 1,500 locations in over 27 countries.

About "Made Fresh"

In Cold Stone Creamery locations across the world, ice cream is hand-crafted in small batches – one flavor at a time. Cold Stone Creamery starts with the highest quality cream, sugar and flavorings to make its ice cream fresh in the back of each of its stores. This small-batch process ensures customers receive a rich, creamy, delicious ice cream when they visit a Cold Stone Creamery store.

For more information about Cold Stone Creamery, visit www.ColdStoneCreamery.com.

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