



FOR IMMEDIATE RELEASE

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**COLD STONE CREAMERY SPRINKLES IN THE FUN WITH NEW
SUMMERTIME CONFETTI FLAVOR**

Confetti Cupcake Ice Cream and Party Like a Cupcake™ Creation are Available for a Limited Time Only

SCOTTSDALE, Ariz. (June 14, 2017) – Cold Stone Creamery® (www.ColdStoneCreamery.com) is getting the party started with a fun new flavor to help celebrate summer. Confetti Cupcake Ice Cream hits stores June 14 and is available for a limited time only.

Confetti Cupcake Ice Cream is a creative take on a classic party favorite that combines sweet and creamy Ice Cream with all the colors of the rainbow to create a delicious new summertime flavor perfect for any celebration.

“Cold Stone Creamery is ready to celebrate the summer with our family and friends and what’s more iconic for those warm summer months than the cool freshness of Cold Stone® Ice Cream shared with the ones you love? We very much look forward to seeing all our guests enjoy themselves all summer long in stores nationwide as we launch our much-anticipated Confetti Cupcake Ice Cream,” said Kate Unger, senior vice president of marketing for Cold Stone Creamery. “This new flavor is made with festive edible Rainbow Glitter and fluffy Frosting. It’s fun and fresh and with the rave reviews behind our new Confetti Cupcake Ice Cream, we’ve taken it up a few notches and created the perfect summer treat with our Party Like a Cupcake™ Creation featuring Confetti Cupcake Ice Cream mixed with Kit Kat®, Rainbow Sprinkles, Yellow Cake and Cake Batter™ Frosting. We’ve essentially fashioned the perfect way for everyone to cool off and celebrate this summer! Join us!”

Promotional Creations™:

- **Party Like a Cupcake™:** Confetti Cupcake Ice Cream mixed with Kit Kat, Rainbow Sprinkles, Yellow Cake and Cake Batter™ Frosting

Confetti Cupcake Ice Cream and the Party Like a Cupcake™ Creation will be available June 14, 2017 through September 12, 2017.

To add to the celebrations, gift cards are also available for purchase in stores and online year-round. Please visit www.ColdStoneCreamery.com/giftcardsretail.

In addition, Cold Stone Creamery cakes and cupcakes can be ordered online at www.ColdStoneCakes.com.

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 22 quick-service restaurant concepts. The Cold Stone Creamery brand operates approximately 1,500 locations in over 28 countries.

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

For more information about Kahala Brands, visit www.KahalaBrands.com.

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