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**COLD STONE CREAMERY TO OPEN IN MALAYSIA**

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*First location to open in Kuala Lumpur, 20 more expected over the next five years*

**SCOTTSDALE, Ariz.** – (August 8, 2017) Cold Stone Creamery® ([www.ColdStoneCreamery.com](http://www.ColdStoneCreamery.com)) has announced the signing of a Master Franchise Agreement with Srivijaya Sdn. Bhd. to bring the Ultimate Ice Cream Experience® to Malaysia, with 20 stores expected to open over the next five years, beginning with a location in the capital city of Kuala Lumpur.

“Cold Stone Creamery is a well-known ice cream brand that is enjoyed and loved all over the world and we are extremely excited to introduce and develop the brand in Malaysia,” said Syed Haizam Jamalullail, director of Srivijaya Sdn. Bhd. “Customers are anxiously awaiting the opening of Cold Stone Creamery stores in the country and I am looking forward to the Malaysian market experiencing our super-premium ice cream in a fun and exciting manner that only Cold Stone Creamery can deliver.”

Srivijaya Sdn. Bhd., whose shareholders and management include investors of local Food & Beverage outlets such as Las Vacas Meat Shop™ and Torii Yakitori™ Restaurant, as well as shareholders with experience developing the Cold Stone Creamery brand in another market, are eager to introduce the premium ice cream concept to Malaysia and expect the first location to open by the end of 2017.

“We are delighted at the opportunity to bring The Ultimate Ice Cream Experience to the Malaysian market,” said Eddy Jimenez, sr. vice president of international operations and development at Kahala Brands™. “Srivijaya Sdn. Bhd.’s impressive F&B experience and comprehensive knowledge of the market make them the perfect fit to develop the brand in Malaysia. They share our passion for making people happy every day and have demonstrated a tremendous commitment towards the future growth of Cold Stone Creamery. We are confident that together, we will do amazing things as we bring the brand to the ice cream lovers of Malaysia.”

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 approximately

300 international locations and over 28 international markets, including the Philippines, Kuwait, India, 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 Cold Stone Creamery stores, 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 international markets.

For more information about Cold Stone Creamery, visit [www.ColdStoneCreamery.com](http://www.ColdStoneCreamery.com).

For more information about Kahala Brands, visit [www.KahalaBrands.com](http://www.KahalaBrands.com).

### **About “Made Fresh”**

Cold Stone Creamery ice cream is hand-crafted in small batches – one flavor at a time. Cold Stone Creamery starts with the highest quality ingredients and makes its ice cream fresh every day. This small batch process ensures every customer receives rich, creamy, delicious ice cream at each Cold Stone Creamery store around the world.

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