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COLD STONE CREAMERY BAITs FANS WITH NEW SHARK WEEK TREATS

Introducing the Great White Bite™ Creation™ and Deep Sea Delight™ Ice Cream Cupcake, Available for a Limited Time

SCOTTSDALE, Ariz. – (June 28, 2017) Cold Stone Creamery® (www.ColdStoneCreamery.com) is diving into Shark Week® with a seaworthy new flavor and two exciting new promotional products, as part of its partnership with the Discovery Channel®. Customers will go overboard with excitement when they try the new Sea Salt Sweet Cream Ice Cream and sink their teeth into the Great White Bite™ Creation™ and the Deep Sea Delight™ Ice Cream Cupcake, available for a limited time only starting June 28 through August 1, 2017.

The Great White Bite™ Creation features Sea Salt Sweet Cream Ice Cream mixed with Strawberries, Graham Cracker Pie Crust and Blue Gummy Sharks. The Deep Sea Delight™ Cupcake is a rich Chocolate Cup filled with a layer of moist Devil's Food Cake, Strawberry Puree, Sea Salt Sweet Cream Ice Cream and topped with fluffy Blue Frosting, Graham Cracker Pie Crust, a Blue Gummy Shark and a Chocolate Medallion.

“We’re drowning in anticipation as we look forward to another spectacular year of fin-tastic Shark Week programming from the Discovery Channel, which kicks off July 23,” said Kate Unger, senior vice president of marketing for Kahala Brands™, parent company of Cold Stone Creamery. “But fans won’t have to hold their breath until then to get a taste of all the action. Cold Stone Creamery’s Great White Bite™ Creation™ and Deep Sea Delight™ Cupcake will have you hooked with their delicious flavor and fun Shark Week theme, making them the perfect treats to show your excitement.”

Additionally, Cold Stone Creamery will be giving away Shark Week swag. Fans are encouraged to share a photo of their delicious Shark Week Creation or Ice Cream Cupcake using #ColdStoneSharkWeek for a chance to win. Visit www.ColdStoneCreamery.com/sharkweek/ for official rules and details.

The Sea Salt Sweet Cream Ice Cream, Great White Bite™ Creation™, and Deep Sea Delight™ Ice Cream Cupcake will be in stores until August 1, 2017.

Promotional Creation™:

- **Great White Bite™** – Sea Salt Sweet Cream Ice Cream mixed with Strawberries, Graham Cracker Pie Crust and Blue Gummy Sharks

Promotional Ice Cream Cupcake:

- **The Deep Sea Delight™** – Chocolate Cup filled with a layer of moist Devil’s Food Cake, Strawberry Puree, Sea Salt Sweet Cream Ice Cream and topped with fluffy Blue Frosting, Graham Cracker Pie Crust, a Blue Gummy Shark and a Chocolate Medallion

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 Kahala Brands, visit www.KahalaBrands.com.

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