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**Cold Stone Creamery Set to Expand into the Philippines  
and Bangladesh**

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*Cold Stone Creamery Continues Expanding Footprint in Asia*

**SCOTTSDALE, AZ** – (April 09, 2013) – The Cold Stone Creamery® brand continues to develop an expanding international footprint with upcoming locations in the Philippines and Bangladesh. The brand is teaming up with a Master Partner in each market to expand America’s most innovative ice cream concept throughout Asia. Kahala™, the parent company of Cold Stone Creamery, has signed 10-year Master Franchise Agreements with Olive Tree Foods Ltd. in Bangladesh, and with Arizona Ice Cream Corporation in the Philippines; both of which look to bring the Ultimate Ice Cream Experience™ into their respective markets.

Olive Tree Foods Ltd. is known for offering a fresh and innovative approach to QSR and formal dining with rich and flavorful options and an approachable experience. They will open their first Cold Stone Creamery store in 2013 with the goal of opening a total of 4 stores within the next 4 years.

“Cold Stone Creamery offers an exciting experience and the fresh made premium Creations™ are simply ‘tastylicious’,” said Sheikh Aftab Ahmed, Managing Director of Olive Tree Foods Limited. “We wanted to make it possible for our Bangladeshi customers to experience the golden standard of Cold Stone Creamery ice cream.”

In the Philippines, Cold Stone Creamery will be teaming up with Arizona Ice Cream Corporation, a subsidiary of Trimark Holdings, Inc. known for their commitment to building and managing a company portfolio of the best fashion, restaurant and health clubs in the country. They will look to open fifteen stores over the next 5 years, with the first location to open in mid-2013.

“As the premier American ice cream concept, Cold Stone Creamery promotes and encourages a fun and friendly experience through personalized Creations™. We are proud and privileged to have the brand coming soon to the Philippines,” stated Mr. Yuki Rosenfeld, Representative of Arizona Ice Cream Corporation.

Cold Stone Creamery has continued to make strategic key moves into the international marketplace in recent years. This current expansion will increase the number of countries Cold Stone Creamery resides into 22 countries. The mouth-watering super premium ice cream of Cold Stone Creamery, combined with the operational know-how and local knowledge of its Master Partners, will help drive

traffic to these new Cold Stone Creamery stores; thus making for 2 more successful international markets.

“We are pleased to continue our international presence and growth in Asia” said Michael McGill, President of International at Kahala. “Our ongoing development in key growth markets speaks to the ability of our global partners to create a unique and memorable Cold Stone Creamery experience with customers around the world. In partnering with Olive Tree Foods and Arizona Ice Cream Corp. we have again teamed up with two first class organizations that are going to take the brand to new heights in their respective markets. We are extremely excited for what lies ahead in Bangladesh and the Philippines.”

The international growth of Cold Stone Creamery began in November 2005 when the company opened its first international store in Tokyo, Japan. Today, Cold Stone Creamery stores are operating in more than 420 international locations and in 20 different countries including China, Singapore, South Korea, Canada, Nigeria, Egypt and the United Arab Emirates.

### **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 a subsidiary of Kahala, one of the fastest growing franchising companies in the world, with a portfolio of 15 quick-service restaurant brands. Cold Stone Creamery operates more than 1,500 locations in 20 countries.

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

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

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