



FOR IMMEDIATE RELEASE

CONTACT:

Kate Unger
Cold Stone Creamery
480.277.6537
ksunger@kahalamgmt.com

**COLD STONE CREAMERY® CONTINUES IMPRESSIVE
INTERNATIONAL BRAND GROWTH**

Cold Stone Creamery Expands into Saudi Arabia and Pakistan

SCOTTSDALE, AZ. – (April 23, 2013) – The Cold Stone Creamery brand continues to pave its way internationally with its newest locations in Saudi Arabia and Pakistan. The brand that has spread to 20 countries is teaming up with a variety of Master Partners in order to expand America’s most innovative ice cream concept into key strategic markets around the globe. Kahala™, the parent company of Cold Stone Creamery, has signed 10-year Master Franchise Agreements with Venus Pakistan Private Ltd. and has expanded their existing partnership with The Apparel Group to bring the Ultimate Ice Cream Experience™ to these key markets, with a goal of opening upwards of 15 more stores in each market over the next 5 years.

“One of the main keys to the international success of Cold Stone Creamery has been the ability to partner with world class organizations,” said Michael McGill, President of International at Kahala. “The opportunity to partner with such a prestigious and respected company as Venus Pakistan is a tremendous testament to all of our global partners and demonstrates the strength of the Cold Stone Creamery brand. We are eager to see Venus Pakistan carry the Cold Stone Creamery culture and experience into Pakistan and know they will delight Pakistani consumers for generations to come.

From the opening of our first store in Dubai in October 18, 2007, The Apparel Group has exemplified their continued commitment to successfully growing the Cold Stone Creamery brand, satisfying the cravings of ice cream lovers throughout the GCC. Now, with the emergence of Cold Stone Creamery into the largest country on the Arabian Peninsula, we are excited that ice cream lovers throughout Saudi Arabia will be able to enjoy The Ultimate Ice Cream Experience.”

The Apparel Group, well familiar with Cold Stone Creamery, successfully has opened and is operating 38 Cold Stone Creamery locations in the GCC (Gulf Cooperation Council). The company, known for their strong foothold as a global fashion and lifestyle retail conglomerate, is excited to continue working with Cold Stone Creamery by opening in yet another country, Saudi Arabia. The first store opened in the Hyatt Mall in Riyadh City in the latter part of 2012 with continued development plans for 2013 and beyond.

"The Apparel Group always looks at providing consumers with an unforgettable experience," said The Apparel Group Chairman, Nilesh Ved. "This is why we partnered with Cold Stone Creamery; to bring The Ultimate Ice Cream Experience to ice cream lovers in KSA (The Kingdom of Saudi Arabia)."

Moving east of the Persian Gulf into Pakistan, Venus Pakistan Private Ltd. will look to open their first Cold Stone Creamery store by Q3 2013. Venus Pakistan Private Ltd. was established in 1986 by Mr. Asad Jan Hameed, and has vast experience developing a variety of products and services in the food industry. Both Cold Stone Creamery and Venus Pakistan Private Ltd. look forward to working together to bring super premium ice cream to locations throughout Pakistan.

"Cold Stone Creamery has been offering the Ultimate Ice Cream experience to its customers for 25 years. As a global, top tier, well respected brand, they provide years of industry experience, brand awareness and a very loyal customer base," said Adnan Asad, Chairman and Chief Executive Officer of the Venus Group. "At Venus, we only establish strategic alliances with the finest and most unique brands globally. Cold Stone Creamery is an ideal fit for the discerning Pakistani consumers, who have demonstrated a real appreciation for high quality products, associated with a rich tradition. I expect Cold Stone Creamery to be a tremendous success in the Pakistan market, especially as a partner with Venus, which is the leader and premium brand in the Pakistan food service industry."

Cold Stone Creamery has continued to make strong key moves into the international market in recent years. This current expansion will increase the number of countries Cold Stone Creamery resides into 24. 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 Cyprus, 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 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.

For more information about Kahala, visit www.kahalamgmt.com.

###