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**D-BACKS' BAXTER CELEBRATES BIRTHDAY AND NATIONAL ICE CREAM DAY
WITH COLD STONE CREAMERY**

Baxter and Baseball Fans Will be Treated to Two Festive Ice Cream Creations

SCOTTSDALE, Ariz. – (July 14, 2016) Cold Stone Creamery® (www.ColdStoneCreamery.com) is teaming up with the Arizona Diamondbacks® to celebrate Baxter's birthday on Sunday, July 17 at Chase Field. The baseball team's mascot has double to cheer about as his birthday also falls on National Ice Cream Day.

Cold Stone Creamery Tastemaster™ and Food Scientist, Dr. Maya Warren, will present Baxter with a festive birthday cake before the game against the Los Angeles Dodgers®.

“Baxter is one lucky guy to have his birthday fall on National Ice Cream Day, of all days,” said Kate Unger, senior vice president of marketing for Kahala Brands, parent company of Cold Stone Creamery. “We can't wait for him to dig those paws into his cake and enjoy our special birthday Creations™. We think we've 'hit it out of the park' this year for Baxter and we're thrilled to be able to help Baxter celebrate his special day! All paws on deck!”

Every year, Cold Stone Creamery partners with the D-backs® in honor of Baxter's birthday and releases a special ice cream Creation, the *D-backs Dugout Delight™*, which is available to fans at the baseball stadium and throughout the Phoenix area from July 17 through the end of the baseball season.

D-backs Dugout Delight™: Cake Batter Ice Cream, Butterfinger®, Chocolate Chips & Fudge

This year, Cold Stone Creamery is also releasing the *D-backs Triple Play Sundae*, weighing in at an incredible two pounds; this souvenir helmet is filled with delicious ice cream, mix-ins and toppings, all in honor of Baxter's Birthday and National Ice Cream Day. The *D-backs Triple Play Sundae* is available through the end of the baseball season only at the Cold Stone Creamery locations in sections 112 and 321 at Chase Field.

D-backs Triple Play Sundae: Three Love It® size Creations™ (Birthday Cake Remix™, Chocolate Devotion® & Strawberry Outfields™) with Brownies, Waffle Chips & Whipped Topping served inside a souvenir helmet

Additional Creations, such as *Birthday Cake Remix*[™] and *Strawberry Outfields*[™] are served Ready-to-Love (pre-mixed) and are available at locations throughout the stadium, including sections 112, 129, 137, and 321.

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 hand-crafted fresh 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 Brands[™], one of the fastest growing franchising companies in the world, with a portfolio of 18 quick-service restaurant brands. Cold Stone Creamery operates approximately 1,500 locations in over 27 countries.

About “Made Fresh”

In Cold Stone Creamery[®] locations across the world, our ice cream is hand-crafted in small batches – one flavor at a time. We start with the highest quality cream, sugar and flavorings to make our ice cream fresh in the back of each of our stores. This small-batch process ensures our customers receive the richest, creamiest, most delicious ice cream when they visit Cold Stone Creamery.

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

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