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COLD STONE CREAMERY DRIVES DOUBLE-DIGIT SALES INCREASE FOLLOWING CUPCAKE LAUNCH

New Product Innovations Capture Value-Based Consumers

Scottsdale, Ariz.—15 April 2009—Today Cold Stone Creamery announced a double digit sales increase following the successful launch of its new product innovation, ice cream cupcakes in February. In the short time since the launch, Cold Stone Creamery has sold 1.75 million cupcakes nation-wide. The new cupcakes were promoted at an introductory price in order to appeal to today's value-conscious consumer.

All of the product introductions throughout the year are planned to follow suit with a value price point as part of an aggressive strategy crafted and executed by the Cold Stone Creamery executive team. The strategy was designed to create and leverage new opportunities while requiring no capital investment by the franchisees, thereby maximizing unit-level profitability. Cold Stone's next innovation is a line of iced and blended coffee drinks that will capture a lost customer.

Dan Beem, President of Cold Stone Creamery said, "It's exciting to see an uptrend in sales in an otherwise down-trending industry. We're actively pursuing new opportunities in new products, co-branding and partnerships to increase our franchisees' bottom line."

Beem continues: "We haven't seen this type of reaction since the introduction of our cake batter ice cream several years ago. While some people are giving up extravagant dinners and week-long getaways, they're still looking to spend quality time together in a relatively inexpensive way. Cold Stone provides a much needed 10 minute vacation."

In February, Cold Stone Creamery announced a co-branding test initiative with Tim Hortons and Rocky Mountain Chocolate Factory. Earlier this month, Cold Stone rolled out the next of its new products: a line of iced and blended coffee drinks. Other new products include: a Jell-O flavor-inspired ice cream line, Country Time Lemonade sorbet, cheesecakes and more.

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, Ariz., Cold Stone Creamery is subsidiary of Kahala, one of the fastest growing franchising companies in the world, with a

portfolio of 12 quick service restaurant brands. Cold Stone Creamery operates more than 1,450 locations in 12 countries worldwide.

For more information about Cold Stone Creamery, visit the brand's Web site at www.coldstonecreamery.com. For more information about Kahala, visit the company's Web site at www.kahalacorp.com.