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THE SWEETEST TREAT, NEW ICE CREAM COOKIE SANDWICHES STRAIGHT FROM COLD STONE CREAMERY'S LAB

Available nationwide, for a limited time at \$8.99, these one-of-a-kind novelties are creative and delicious

SCOTTSDALE, ARIZ. – (Feb. 3, 2010) – Starting Feb. 3, 2010 the ultimate indulgence in ice cream will expand its menu of innovative novelties to include new **Cold Stone Creamery Signature Ice Cream Cookies**. In four delicious combinations, these cookie treats are a twist on the traditional ice cream cookie sandwich and are truly the perfect dessert for enjoying at home with friends and family. Best of all, for a limited time, a four-pack of the novelties will be sold nationwide for \$8.99.

In February 2009, Cold Stone Creamery introduced the wildly-popular ice cream cupcakes, made in true Cold Stone fashion with a rich chocolate shell, layered with cake, ice cream, fudge and toppings. With the popularity of frozen novelties on the rise, 2010 is the perfect year to add another delicious, unique item to the Cold Stone menu.* The Signature Ice Cream Cookies are the perfect addition to any home freezer and sure to delight sweet toothers across the country.

“On the heels of the success of our ice cream cupcakes, Cold Stone Creamery is boldly entering yet another realm of the ice cream novelty category,” said Suzanne Schutz, vice president of Cold Stone marketing. “The Cold Stone version of the ice cream cookie sandwich encompasses the brand’s creative charm while staying true to this frozen treat’s traditional form.”

The new ice cream cookies are made with Cold Stone Creamery's super premium ice cream nestled between two soft chocolate chip cookies, then rolled in a delicious topping complimenting the various taste profiles. These Cold Stone Creamery original indulgences enhance the *ultimate ice cream experience* already found within each store. The four Cold Stone signature ice cream cookies are *Kiss N' Tell Chocolate*, *Cookie Crumb Yum*, *Cake Batter Sprinkle* and *Perfect Duet*. Descriptions of these four flavors follow:

- *Kiss N' Tell Chocolate*: Chocolate ice cream sandwiched between two chocolate chip cookies and rolled in chocolate chips.
- *Cookie Crumb Yum*: Sweet Cream ice cream sandwiched between two chocolate chip cookies and rolled in OREO® cookie crumbles.
- *Cake Batter Sprinkle*: Cake Batter ice cream sandwiched between two chocolate chip cookies and rolled in rainbow sprinkles.
- *Perfect Duet*: Sweet Cream ice cream sandwiched between two chocolate chip cookies and rolled in crushed milk and white chocolate curls.

For a limited time between Feb. 3 and March 31, these new ice cream novelty items can be purchased at any Cold Stone Creamery location nationwide at \$8.99 per four-pack. Starting April 1, stores will continue to carry the ice cream cookies but prices will vary per region. The Cold Stone Creamery Signature Ice Cream Cookies will be packaged in fours as a single flavor or a variety pack, and since Cold Stone is known for serving ice cream to order, guests also have the ability to create their own combination at select locations.

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 a 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 15 countries.

For more information about Cold Stone Creamery, visit www.coldstonecreamery.com. For more information about Kahala, visit www.kahalacorp.com.

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*Research according to Mintel International