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**COLD STONE CREAMERY® INTRODUCES NEW ICE CREAM FLAVORS
WITH A UNIQUE TEXTURE THAT DOESN'T MELT**

Cold Stone Creamery's Tastemaster creates JELL-O Pudding Ice Cream

SCOTTSDALE, Ariz. – (June 3, 2009) – A true believer and leader in ice cream innovation, Cold Stone Creamery's Tastemaster, Ray Karam, has created a new and exciting form of ice cream – JELL-O® pudding ice cream. Developed through rigorous testing and tasting, this line of entirely new ice cream flavors has been achieved to not only taste like pudding, but also mimic the characteristics and texture that is recognized as JELL-O pudding yet in a frozen form. The most interesting and surprising feature of this new ice cream is that it does not melt. When left at room temperature this ice cream actually turns into pudding – now that's ice cream innovation.

The idea of combining Cold Stone Creamery's signature ice cream mix with beloved JELL-O pudding flavors may seem simple, but a completely new treat has emerged that must to be tasted to be believed. Each of the four flavors exhibits that of JELL-O pudding but the difference is this sweet treat is frozen and has a mouth feel much like a velvety mousse.

The JELL-O pudding ice cream flavors will be offered at all Cold Stone locations nationwide for a limited time, from June 3 to July 28, 2009. All stores will carry butterscotch and chocolate flavors while vanilla and banana pudding flavors will be optional.

“It was my goal this year to develop not only a new great flavor but to also change the actual texture of ice cream. I experimented with dozens of ideas but it was the taste and texture of pudding I knew would really surprise ice cream aficionados, said Karam. “Pudding evokes nostalgic memories for a lot of people, as does ice cream, so this treat satisfies the taste buds and emotions.”

Two indulgent creations have been developed to complement the chocolate and butterscotch JELL-O pudding ice cream flavors:

- ***Butterscotch Velvet*** – Butterscotch JELL-O Pudding Ice Cream mixed with Butterfinger, Reese's Peanut Butter Cup and Caramel
- ***Chocolate-y Goodness™*** – Chocolate **JELL-O Pudding** Ice Cream mixed with Peanut Butter, Caramel and Fudge

And if changing the texture of ice cream was not enough of a feat, several delicious recipes incorporating this new pudding ice cream have been posted at www.coldstonecreamery.com. Recipes include suggestions for creating JELL-O pudding ice cream pops, sandwiches and trifles.

About Cold Stone Creamery

[Cold Stone Creamery](http://www.coldstonecreamery.com) 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 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.

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