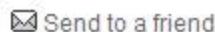




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Cold Stone Creamery bags Retail City award

(Staff Report)

9 October 2010

DUBAI — Cold Stone Creamery has achieved yet another milestone. It is the proud winner of the prestigious “2010 Franchise Operator of the Year” at the Retail City Awards.

Presented by the Retail City 2010, the award is a national recognition of Cold Stone's outstanding accomplishments in terms of world-class customer service, high standards of product quality and training along with successful franchise operations and management.

Cold Stone Creamery opened their first franchise store in the USA in 1995 and is the fastest growing ice cream concept in USA.

Cold Stone Creamery was first introduced in the Middle East under the umbrella of the Apparel Group in August 2007.

One of the fastest growing franchises in the region, it has expanded into 25 stores in the short span of just three years. Their franchise at Atlantis Hotel, The Palm is one of the largest Ice Cream selling stores in the world. With a presence in UAE, Bahrain, Oman, Kuwait and Qatar - they have further plans to introduce 50 more stores by 2012.

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