

Cold Stone Creamery Introduces New Ice Cream Flavors

Ten new Cold Stone Creamery flavors to be unveiled in 2010, beginning with Oreo Creme Filling.

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PRESS RELEASE: SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- Known for introducing some of the world's most innovative ice cream flavors, Cold Stone Creamery (www.coldstonecreamery.com) is celebrating 2010 with ten new ice cream flavors. The ten new flavors exhibit the gold standard of ice cream and have been appropriately named the Gold Cone collection; each flavor will be featured for a limited time in locations nationwide.

The Gold Cone collection affords Cold Stone lovers an opportunity to venture from the Signature Creations to new indulgent favorites. The first Gold Cone flavor, in stores starting April 7, is one of the most deliciously creative. The new OREO(r) Creme Filling ice cream will have OREO(r) cookie lovers buying in bulk. This velvety texture precisely replicates the cream filling in the nostalgic



cookies yet with a frozen twist. Next in the lineup of Gold Cone flavors and available throughout the month of May is Strawberry Cheesecake, combining the tanginess of strawberry and the creaminess of cheesecake. In June, an ultra-rich, chocolate ice cream combined with smooth, savory peanut butter is introduced as Cold Stone Creamery's first-ever Chocolate Peanut Butter.

"It has been an important part of my job to develop new and exciting flavors for Cold Stone Creamery and this year our dedication to innovation is being highlighted through the Gold Cone collection," said Ray Karam, Cold Stone Creamery Tastemaster. "By capturing the recognizable tastes and essence of everyday treats like Oreo cookies and Strawberry Cheesecake, Cold Stone continues to transform the ice cream industry."

Each Gold Cone flavor will be accompanied by a Cold Stone original Creation(tm), and in some cases a cupcake, ice cream cake, pie, shake and/or smoothie. Cold Stone's OREO(r) Creme Filling flavor is also featured as a cookie sandwich, named Double Stuf OREO(r) after the classic Oreo cookies. With the OREO(r) Creme Filling ice cream nestled between two large OREO(r) wafers, the Double Stuf OREO(r) cookie sandwiches are a delicious addition to any home freezer. These ice cream cookie sandwiches will be available in all stores nationwide as a four pack at a limited time price of \$8.99 from April 7 through June 30.

Following these three flavors, the Gold Cone collection will continue on throughout 2010 with seven more unique flavors - so scoop up these flavors while they last because they will be gone before you know it!

To become a fan of Cold Stone Creamery and learn more about upcoming flavors, visit

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