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COLD STONE CREAMERY CELEBRATES NATIONAL ICE CREAM MONTH BY HOSTING THE "WORLD'S LARGEST ICE CREAM SOCIAL"

Make-A-Wish Child Inspires Ice Cream Creation and Community Support Nationwide

Scottsdale, Ariz. (July 1, 2003) – Cold Stone Creamery® will fulfill more than just ice cream wishes and waffle cone dreams this summer as stores nationwide team up for a month-long fund-raising effort on behalf of the Make-A-Wish Foundation® of America.

In honor of National Ice Cream Month, Cold Stone Creamery announces that all ice cream purchases made during July will benefit the Make-A-Wish Foundation. In addition, for a \$1 donation, Cold Stone will invite ice cream lovers to invent their own signature ice cream Creations™ and have their name and recipe inscribed on a special Make-A-Wish star to be posted on the store walls throughout July.

In July, Cold Stone Creamery will also debut its "Make-A-Wish Creation," inspired by Alexei, age 7, a "wish child" from Atlanta. The Creation consists of Cake Batter ice cream, hand-blended on the frozen granite store with Oreos®, M&M's® and chocolate fudge.

The Second Annual World's Largest Ice Cream Social

Cold Stone Creamery stores nationwide will host their second annual "World's Largest Ice Cream Social" on Thursday, July 24, 2003. Cold Stone Creamery will treat guests to free Make-A-Wish Creations from 5 until 8 p.m., encouraging communities to join together and share the simple pleasures of life with free ice cream, family activities and good-natured fun.

At the end of July, Cold Stone Creamery will donate the star proceeds, all customer donations, and profits generated during National Ice Cream Month to the Make-A-Wish Foundation. This donation will grant Alexei's wish to travel to Alaska with his family and will help grant the wishes of children with life-threatening medical conditions, like Alexei.

"We're very excited about this partnership with Cold Stone Creamery, and look forward to celebrating the second annual 'World's Largest Ice Cream Social' in July," said Paula Van Ness, president and CEO of the Make-A-Wish Foundation. "The month-long celebration to honor National Ice Cream Month allows ice cream lovers around the country to enjoy their favorite treats while helping to grant wishes for children in their own communities."

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About the Make-A-Wish Foundation

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. It is the largest wish-granting charity in the world, with 76 chapters in the United States and its territories and 27 international affiliates on five continents. With the help of generous donors and more than 25,000 volunteers, the Make-A-Wish Foundation has granted more than 110,000 wishes to children around the world since 1980. For more information about the Make-A-Wish Foundation, visit www.wish.org.

About Cold Stone Creamery

Cold Stone Creamery, an independently owned franchise system headquartered in Scottsdale, Ariz., was developed to offer countless combinations of ice cream Creations, and is carried through by a community of franchisees passionate about ice cream. Neither soft serve nor hard packed, Cold Stone Creamery's secret recipe for smooth and creamy ice cream is made fresh daily in each store, then customized by combining a variety of mix-ins on a frozen granite stone. The resulting ice cream Creation delivers an unbeatable first bite sensation. Cold Stone Creamery currently has more than 375 stores operating in the U.S. and Caribbean with plans to establish 1,000 stores by 2004. For more information, please visit www.coldstoncreamery.com.

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"It's a Great Day for Ice Cream!"[®]