

The 25 Days of Cold Stone Contest ("Contest")

Official Rules

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. AFFIDAVIT OF ELIGIBILITY / RELEASE OF LIABILITY AGREEMENT MAY BE REQUIRED.

1. Eligibility: The Contest is open to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older at the beginning of the Contest Period (as defined in Section 3 below). Void where prohibited by law.

Employees of, members of the immediate family of, or those domiciled with an employee of Sponsor (as defined in Section 10 below) or its affiliated or related companies, and Cold Stone Creamery® licensees and franchisees are ineligible to participate.

2. How to Enter: Enter by: (1) accessing the "25 Days of Cold Stone" entry form hosted on our Facebook® page at www.facebook.com/coldstonecreamery. To be entered into the Contest, you must supply your date of birth, first and last name, email address, and favorite Cold Stone Creamery® treat (the "Required Information") when prompted. IF THE REQUIRED INFORMATION THAT YOU SUPPLY IS INCORRECT, INCOMPLETE, OR UNTRUTHFUL, OR IF THE EMAIL ADDRESS THAT YOU PROVIDE IS INOPERATIVE, YOUR ENTRY WILL BE INVALID AND YOU WILL BE INELIGIBLE FOR THE PRIZE (as defined in Section 4 below); or (2) Print your name, address, zip code and telephone number on a 3" x 5" card and mail to: 25 Days of Cold Stone Contest, c/o Cold Stone Creamery, Inc., 9311 E. Via de Ventura, Scottsdale, AZ 85258. All valid Entries (as defined below) received by Sponsor between December 1, 2013 12:01 A.M., Scottsdale Arizona time and December 25, 2013 10:00 P.M. Scottsdale, Arizona time will be entered to win a Prize. All Contest Entries become the property of Sponsor and will not be returned.

Participants may enter once per day on each day of the Contest Period (each an "Entry" and collectively, "Entries"). By "sharing" the Contest via Twitter® or Facebook® (sharing via personal Timelines is not permitted) as prompted, entrants may earn one (1) extra Entry for each person who follows the link provided in the "share" and registers for the Contest. EXCEPT AS OTHERWISE PROVIDED, THE NUMBER OF ENTRIES PER PERSON ARE UNLIMITED BUT CONTEST WINNERS CAN WIN ONLY ONE PRIZE AMONG ALL PRIZE CATEGORIES.

3. Contest Period: The Contest is begins on December 1, 2013 at 12:01 A.M. Scottsdale, Arizona time through December 25, 2013 at 10:00 P.M. Scottsdale, Arizona time ("Contest Period"). Sponsor's computer is the official timekeeper for the Contest.

4. Prizes and Odds: Six (6) Prize categories with a total of one hundred and fifty (150) individual Prizes (each a "Prize" and collectively, "Prizes"): Total Actual Retail Value ("ARV") of all Prizes is Three Thousand Seven Hundred Thirty-Five Dollars U.S. (\$3,735). Odds of winning a Prize are approximately 1 in 13,333 (based on an estimate of 2,000,000 entries). Actual odds will vary depending on the number of entries actually received. ENTRANT'S ODDS OF WINNING A PRIZE MAY VARY BASED ON THE NUMBER OF VALID ENTRIES RECEIVED BY SPONSOR.

- a) One hundred (100) Ten Dollars U.S. (\$10) Cold Stone Creamery® eGifts; Total ARV: One Thousand Dollars U.S. (\$1,000); Odds of winning approximately 1 in 20,000 (based on an estimate of 2,000,000 entries). Actual odds will vary depending on the number of entries actually received.
- b) Twenty-five (25) Twenty-Five Dollar U.S. (\$25) Cold Stone Creamery® eGifts; Total ARV: Six Hundred Twenty-Five Dollars U.S. (\$625); Odds of winning approximately 1 in 80,000 (based on an estimate of 2,000,000 entries). Actual odds will vary depending on the number of entries actually received.
- c) Ten (10) Fifty Dollar U.S. (\$50) Cold Stone Creamery® gift cards; Total ARV: Five Hundred Dollars U.S. (\$500); Odds of winning approximately 1 in 200,000 (based on an estimate of 2,000,000 entries). Actual odds will vary depending on the number of entries actually received.
- d) Seven (7) "Cold Stone Creamery® Ice Cream Cake" Prizes, each consisting of one (1) Thirty Dollar U.S. (\$30) Cold Stone Creamery® gift card; Total ARV: Two Hundred Ten Dollars U.S. (\$210); Odds of winning approximately 1 in 285,714 (based on an estimate of 2,000,000 entries). Actual odds will vary depending on the number of entries actually received.
- e) Four (4) "Cold Stone Creamery for 20" Prizes, each consisting of one (1) One Hundred Dollar U.S. (\$100) Cold Stone Creamery® gift card which allows the winner to purchase a total of approximately twenty (20) Like It™ size Cold Stone Creamery Signature Creations™ valued at approximately Five Dollars U.S. (\$5) each (or product of equivalent value); Total ARV: Four Hundred Dollars U.S. (\$400); Odds of winning approximately 1 in 500,000 (based on an estimate of 2,000,000 entries). Actual odds will vary depending on the number of entries actually received.
- f) Four (4) "Free Cold Stone for a Year" Prizes, each consisting of one (1) Two Hundred Fifty Dollar U.S. (\$250) Cold Stone Creamery® gift card which allows the winner to purchase a total of approximately fifty (50) Like It™ size Cold Stone Creamery Signature Creations™ valued at approximately Five Dollars U.S. (\$5) each (or product of equivalent value); Total ARV: One Thousand Dollars U.S. (\$1,000); Odds of winning approximately 1 in 500,000 (based on an estimate of 2,000,000 entries). Actual odds will vary depending on the number of entries actually received.

No substitution, assignment, exchange or transfer of a Prize by a winner is allowed. Sponsor reserves the right to substitute the Prize for one of equal or greater value. Each Prize winner is solely responsible for any local, state, federal and other taxes and charges in connection with the receipt and/or use of any Prize. Any additional expenses incident to the receipt and/or use of any Prize are the responsibility of the winner.

If due to an error, there are more claims for Prizes than Prizes stated in these Official Rules, Sponsor reserves the right to award Prizes through a random drawing of eligible Prize claims. No more than the stated number of Prizes shall be awarded. Should a potential winner decline or fail to claim a Prize, or be unreachable, Sponsor reserves the right to not award the Prize.

5. Winner Selection: The Prize winners will be selected by Sponsor in four (4) separate random drawings using RANDOM.ORG, to be held on December 6, 13, 20, and 27, 2013 (each a "Drawing Date" and collectively, "Drawing Dates"), from among all valid Entries

received by Sponsor for the portion of the Contest Period prior to each Drawing Date. Sponsor shall determine the number and category of Prizes to be awarded on each Drawing Date. Sponsor's decisions are final in all matters relating to this Contest.

6. Notification and Claiming Prize: Each Prize winner will be notified by email to the winner's email address used to enter the Contest. To claim his/her Prize, winner must return the release form that is sent with the Notification Email. Winner has thirty (30) days from the date the Notification Email was sent to submit the release form and claim the specified Prize. The eGift Prizes will be emailed to valid winners who have timely returned a completed and signed release to Sponsor. All other Prizes will be mailed to the respective valid winners who have timely returned a completed and signed release to Sponsor.

If a Prize winner does not comply with these Official Rules, meet eligibility requirements, or a Prize is not claimed within thirty (30) days of the date of the Notification Email, the Prize will be forfeited.

7. General Conditions: By entering this Contest, entrants agree to abide by these Official Rules and the decisions of Sponsor, which are final.

If for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, may corrupt or affect the administration, operation, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest and select the winners from the entries received prior to the action taken, or by other means deemed fair and appropriate by Sponsor. Sponsor reserves the right, in its sole discretion, to disqualify an entrant if Sponsor: (a) learns or suspects that entrant has misappropriated another's identity, or infringed upon the rights, of any person or entity; (b) finds that entrant has tampered or is tampering with the entry process or the operation of the Contest; or (c) believes that entrant has violated these Official Rules or is acting in an unprofessional, unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of this Contest may be in violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

By entering this Contest, each entrant hereby grants to Sponsor and its licensees the right and license to use entrant's name, image, likeness, voice, photograph, statements, biographical information and Prize status, in whole or in part, for promotional, advertising and/or publicity purposes in any media, now known or later developed and available, throughout the world and in perpetuity, without compensation or notice to, or further consent of, the entrant, to the extent permitted by law. Sponsor is not responsible for any typographical or other error in the printing, the offering, or the announcement of any Prize, or in the administration of the Contest. By accepting a Prize, winners release Sponsor and its affiliated and related companies, Cold Stone Creamery® licensees/franchisees, the Prize supplier, and their respective officers, directors, employees and agents, including, without limitation, their advertising and promotional agencies and the independent contest organizations, from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or misuse of any Prize. Prize winners will be required to sign the Sponsor's release form prior to receiving the Prize (as set forth in Section 6 above).

During registration, entrant must consent to being contacted by Sponsor for contest-related purposes, which includes but is not limited to Prize eligibility notifications, Prize claim notifications and Prize claim reminder notifications. Contestants may choose to opt-in to the My Cold Stone Club™ at time of registration. Entrant may unsubscribe from these notices and services by emailing mycoldstoneclub@kahalamgmt.com.

8. Release and Limitations of Liability: Except where prohibited, by participating in the Contest entrant agrees to release, indemnify, defend and hold harmless Sponsor, Cold Stone Creamery, Inc., and their related companies, promotional partners, Prize partners, parent, subsidiaries, affiliates, successors, predecessors, and their respective agents and agencies, and their respective officers, directors, employees and agents ("Released Parties") from and against any claim, cause of action, loss, fine, award, judgment, demand, lawsuit, obligation, interest, tax, penalty or other damage, including, without limitation, attorneys' fees, expert fees and costs, arising out of or in connection with entrant's participation in the Contest, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest or the processing of the Entries; or (e) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest and/or receipt and/or use of any Prize. Entrant assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or the acceptance or use of any Prize.

9. Disputes: Entrants agree that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, and exclusively by the state or federal courts located in Maricopa County, Arizona; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, excluding entrant's attorneys' fees, expert fees and costs; and (c) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, special and consequential damages and any other damages other than actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ENTRANT.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules and the rights and obligations of the entrant and Sponsor in connection with the Contest shall be governed by and enforced in accordance with the laws of the State of Arizona, without giving effect to any conflict of laws rules (whether of the State of Arizona or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Arizona. These Official Rules shall be binding upon and inure to the benefit of Sponsor's and each entrant's respective successors, assigns, estates, executors and heirs.

10. Sponsor: Cold Stone Creamery, Inc., 9311 E. Via de Ventura, Scottsdale, AZ 85258.

11. Winners List Requests: Requests for a list of winners ("Winners List") will be available after January 15, 2014. For a Winners List, send an email with the subject line, "25 Days of Cold Stone Contest Winners List", to contest@coldstonecreamery.com.