



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Anne Christenson  
480.296.8253  
achristenson@kahalacorp.com

**KAHALA BRANDS SERVE UP MONTH-LONG FUNDRAISER TO BENEFIT  
THE MAKE-A-WISH FOUNDATION®**

---

*Kahala brands join to offer free menu items to help make wishes come true*

**SCOTTSDALE, Ariz.** (Sept. 1, 2008) – Throughout September, [Kahala](#) brands [Blimpie](#), [Cold Stone Creamery](#), [The Great Steak & Potato Co.](#), [Samurai Sam's Teriyaki Grill](#) and [TacoTime](#) will host a month-long fundraising celebration to benefit the Make-A-Wish Foundation®.

These five brands will work together to raise \$1 million that will help grant the wishes of children with life-threatening medical conditions. The effort builds off the partnership between the [Make-A-Wish Foundation](#) and Cold Stone Creamery that started in 2002 and has generated \$2.8 million to date for the nonprofit organization. This expanded [partnership](#) involves 3,000 restaurant locations across the country, all aiming to raise the funds to grant nearly 150 wishes this year alone.

Throughout the month, every Kahala store will sell paper Wish Stars for \$1 each; however, the real celebration culminates with a week-long giveaway. Starting Sept. 22, each of the five brands will give away a signature menu item from 5 to 8 p.m. In return, guests will be encouraged to make a voluntary donation to the Make-A-Wish Foundation.

"This is the first time in Kahala's history that we've combined the efforts of several brands to make a lasting impact on a well-loved charity," said Kevin Blackwell, CEO and Chairman of Kahala. "I also believe this celebration showcases our ability to share strengths among brands while making a lasting impact on Kahala's national philanthropic partner, the Make-A-Wish Foundation."

Here are the details behind the week of free offers:

Monday, Sept. 22

- **Samurai Sam's:** a free grilled eggroll

Tuesday, Sept. 23

- **Blimpie:** a free 3-inch cold turkey sub

Wednesday, Sept. 24

- **TacoTime:** a free small order of Mexi-Fries®

Thursday, Sept. 25

- **Cold Stone Creamery:** a choice of two 3-ounce ice cream Creations:
  - Emily's Creation – Nutter Butter® ice cream mixed with yellow cake, Kit Kat® and white chocolate chips
  - Jack's Creation – Marshmallow ice cream mixed with OREO® cookies, chocolate chips and fudge

Friday, Sept. 26

- **Great Steak:** a free small Great Fry

To bring the partnership to life in a bigger, better way, wish kids Emily, 10, and Jack, 9, teamed up with Cold Stone Creamery [Tastemaster Ray Karam](#) to create their own ice cream Creations made with the newest ice cream flavors – marshmallow and Nutter Butter. These Creations have been named for Emily and Jack and will be the menu items given away on Sept. 25.

**About Kahala, Blimpie, Cold Stone Creamery, The Great Steak & Potato Co., Samurai Sam's and TacoTime:**

Kahala is creating the next big wave in franchising. Headquartered in Scottsdale, Ariz., the company owns and [franchises](#) diversified restaurant and service brands resulting in nearly 4,000 locations worldwide and \$1.1 billion in system-wide sales. Currently, the brand portfolio includes: Blimpie, Cereality, Cold Stone Creamery, Frullati Café & Bakery, Great Steak, Johnnie's New York Pizzeria, NrGize Lifestyle Café, Ranch1, Rollerz, Samurai Sam's Teriyaki Grill, Surf City Squeeze and TacoTime. For more information about Kahala, please visit the company's web site at [www.kahalacorp.com](http://www.kahalacorp.com)

**Blimpie** (founded in 1964) serves fresh, contemporary, deli-style sandwiches, soups and salads. Visit [www.blimpie.com](http://www.blimpie.com) for more information.

**Cold Stone Creamery** (founded in 1988) delivers *The Ultimate Ice Cream Experience* through a community of franchisees who are passionate about ice cream. Visit [www.coldstonecreamery.com](http://www.coldstonecreamery.com) for more information.

**The Great Steak & Potato Co.** (founded in 1982) serves the finest Cheesesteak sandwiches in hundreds of locations throughout the United States, Canada and abroad. Visit [www.thegreatsteak.com](http://www.thegreatsteak.com) for more information.

**Samurai Sam's** (founded in 1994) prides itself on being a great tasting, healthier alternative in the world of traditional fast food, using only the freshest ingredients and providing quick and friendly service, all at an affordable price. Visit [www.samuraisams.net](http://www.samuraisams.net) for more information.

**TacoTime** (founded in 1960) has been an industry leader in quality quick-service Mexican food by offering wholesome quality ingredients with a fresh, craveable taste. Visit [www.tacotime.com](http://www.tacotime.com) for more information.

**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. Born in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world, with 67 [chapters](#) in the United States and its territories. With the help of generous donors and nearly 25,000 [volunteers](#), the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 167,000 wishes in the United States since inception. For more

information about the Make-A-Wish Foundation, visit [www.wish.org](http://www.wish.org) and discover how you can *share the power of a wish*<sup>®</sup>.

\*Participating US stores only. Please call to verify participation. Not valid in TacoTime stores in IN, MI, IA, CO and the Seattle area. Not valid in Blimpie locations within Hess convenience stores.

Cold Stone Creamery, Blimpie Subs and Salads, The Great Steak & Potato Co., Samurai Sam's Teriyaki Grill and TacoTime brands and related marks are registered trademarks of Kahala Corp. Make-A-Wish Foundation is a registered trademark of the Make-A-Wish Foundation of America.

# # #