

FOR IMMEDIATE RELEASE

COLD STONE CREAMERY® PILOTS CRAWDAD TECHNOLOGIES' SOCIAL MEDIA MONITORING SERVICE

Leading ice cream brand utilizes Listening Post™ to observe and manage brand buzz.

CHANDLER, AZ – April 2, 2007 – crawdad Technologies, LLC, the leader in extracting insight from social media, announced a pilot program with Cold Stone Creamery®, the nation's fastest-growing ice cream franchise, headquartered in Scottsdale, Ariz. The pilot is of Crawdad's Listening Post™ product - an easy to use, online service to examine what is being said about a brand across the blogosphere, social networks and online media. For the pilot, Cold Stone Creamery has been monitoring both their brand and the competitive landscape.

"We believe what others say about us is more important than what we say about ourselves," said Kevin Myers, vice president of sales and marketing, Cold Stone Creamery. "Listening Posts enable us to keep our ear to the ground to make sure we're serving the customer in the best way possible."

Crawdad's patented Centering Resonance Analysis technology is embedded into each Listening Post – enabling Cold Stone Creamery to understand not just what is being said, but also the tone and sentiment of what is being said.

"Listening Posts allow us to focus on the most important buzz, good and bad, and take action," said Jami Clark, senior public relations manager, Cold Stone Creamery. "By quantifying the buzz we can detect emergent threats and opportunities, and determine the effects of our marketing programs."

"Cold Stone has always been an innovator, we're thrilled to help them get even closer to their customers," declared Kevin Dooley, chief executive officer and co-founder of Crawdad Technologies. "The world of branding is being reshaped by social media. Listening Posts are uniquely positioned to help organizations that have vested interest in what their customers are saying."

About Cold Stone Creamery:

Cold Stone Creamery delivers the *Ultimate Ice Cream Experience*® through a community of franchisees who are passionate about ice cream. The secret recipe for smooth and creamy ice cream is handcrafted fresh daily in each store and then customized by adding a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is an independently owned franchise system with nearly 1,400 stores in the U.S., Puerto Rico, Guam, Japan and Korea. For more information about Cold Stone Creamery, visit the company's Web site at www.coldstonecreamery.com.

About Crawdad Technologies:

Crawdad Technologies, LLC is the leader in extracting insight from social media. The Crawdad Listening Post™ monitors blogs, social networks, web sites, discussion boards, news media, and periodicals to tell you how brands, products, celebrities, or issues are being talked about - using patented natural language technology which measures the content and sentiment of comments. Listening Post customers include Cold Stone Creamery, Cercone, Brown, & Curtis PR, CurrentTV and the Arizona Republic. Other Crawdad products are used by over 100 colleges and universities. www.crawdadtch.com

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