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PHOENIX SUNS, KAHALA ANNOUNCE EXPANDED PARTNERSHIP

Agreement offers fans new concession options with Great Steak & Potato Co., Samurai Sam's Teriyaki Grill, Surf City Squeeze and Cold Stone Creamery

PHOENIX – The Phoenix Suns and Kahala Corp. have expanded their existing marketing partnership agreement to add a new variety of concession options at US Airways Center through the 2012-13 season.

"We have had a long standing partnership with Cold Stone Creamery and are excited to expand upon that relationship with Kahala Corp. to bring in a new variety of concession options to offer our fans in both the main concourse and upper level concourse," said SVP of Marketing Partnerships for the Phoenix Suns, Lynn Agnello.

The agreement provides the addition of new dining options for Suns fans including the Great Steak & Potato Co. and Samurai Sam's Teriyaki Grill on the east side of the building in the main concourse. In addition, a mobile Surf City Squeeze concession stand featuring blended fruit smoothies will be in the main and upper concourse, while Cold Stone Creamery will maintain their locations in both the main and upper level concourse. The partnership with Cold Stone Creamery began in 2005.

"Since joining forces with the Phoenix Suns several years ago, Cold Stone Creamery has enjoyed increased brand awareness in the Valley as a result of the team's strong and dedicated following," said Kevin Blackwell, CEO and Chairman of Kahala. "This year we're adding three additional Kahala restaurant concepts to the partnership because we believe it is one of the premier ways to showcase our brands in our home state. The Phoenix Suns have proven to be world-class at promoting their partners in creative ways that achieve results."

The expanded agreement will also maintain Cold Stone Creamery as the partner for the Phoenix Suns Wives Book Drive which will be held on April 3, 2009 when the Suns take on the Sacramento Kings at US Airways Center. The book drive encourages fans to donate new or gently used books to be donated to more than 15 Valley non-profit organizations.

ABOUT KAHALA

Kahala is a franchisor of quick-service restaurants with a portfolio of 12 diversified brands. With nearly 4,000 locations world-wide, Kahala is one of the fastest growing franchise companies in the world. Headquartered in Scottsdale, Ariz., the company owns and franchises BLIMPIE, Cereality, Cold Stone Creamery, Frullati Café & Bakery, Great Steak & Potato Co., Johnnie's New York Pizzeria, NRgize Lifestyle Café, Ranch1, Rollerz, Samurai Sam's Teriyaki Grill, Surf City Squeeze and Taco Time. For more information about Kahala, please visit www.kahalacorp.com.

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