

COOLBRANDS INTERNATIONAL INC.

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FOR IMMEDIATE RELEASE

COOLBRANDS INTERNATIONAL INC. REPORTS FINANCIAL RESULTS FOR THE FIRST QUARTER OF FISCAL 2009 ENDED NOVEMBER 30, 2008

Toronto, ON, December 18, 2008/CNW/ - CoolBrands International Inc. (TSX: COB) ("CoolBrands" or the "Company") today announced its financial results for the first quarter of fiscal 2009 ended November 30, 2008. The Company's consolidated financial statements and management's discussion and analysis of financial results can be found on the SEDAR website at www.sedar.com.

Financial results

CoolBrands reported net income in the first quarter of fiscal 2009 of \$2,468,000, or \$0.04 per fully diluted share, compared to a loss of \$(3,318,000), or \$(0.06) in the first quarter of 2008. Income in the first quarter of fiscal 2009 was comprised of income from continuing operations of \$2,716,000, or \$0.05 per fully diluted share, and a loss from discontinued operations of \$(248,000), or \$(0.00) per fully diluted share. This compared to a loss from continuing operations of \$(2,759,000), or \$(0.05) per share and a loss from discontinued operations of \$(559,000), or \$(0.01) per share in the first quarter of fiscal 2008. Contributing to the income earned in the first quarter of 2009 was a foreign exchange gain of \$2,562,000 as a result of the Company converting certain of its cash funds from U.S. dollars into Canadian dollars and an increase in the value of its remaining U.S. funds, reflecting the strengthening of the U.S. dollar during the first quarter period.

Cash and working capital

Cash and short-term investments were \$63,258,000 at November 30, 2008, compared to \$61,172,000 at August 31, 2008. The increase in cash in the first quarter of fiscal 2009 resulted primarily from a foreign exchange gain on the Company's U.S. funds. Working capital was \$63,619,000 at November 30, 2008 compared to a working capital balance of \$61,050,000 at August 31, 2008.

Outlook

CoolBrands' management continue to receive and evaluate proposals to invest the Company's cash assets in merger and acquisition opportunities. Until a decision is made to pursue one or more investment alternatives, the Company believes that the investment returns on its cash investments will exceed the level of general and administrative costs expected to be incurred during the year.

Forward Looking Statements

The information in this document contains certain forward-looking statements with respect to CoolBrands International Inc., its subsidiaries and affiliates. These statements are often, but not always made through the use of words or phrases such as "expect", "should continue", "continue", "believe", "anticipate", "estimate", "contemplate", "target", "plan", "budget", "may", "will", "schedule" and "intend" or similar formulations. By their nature, these forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management, are inherently subject to significant, known and unknown, business, economic, competitive and other risks, uncertainties and other factors affecting CoolBrands specifically or its industry generally that could cause actual performance, achievements and financial results to differ materially from those contemplated by the forward-looking statements. These risks and uncertainties include the Company's ability to recover the remaining balances relating to the sale of its businesses; its ability to sell the remaining assets or rebuild the business; the ability of CoolBrands to effectively manage the risks inherent with mergers and acquisitions; the ability of the Company to minimize the negative impact of any litigation; the effect on foreign operations of political, economic and regulatory risks; currency risk exposure; the ability to recruit and retain qualified employees; and other risks described from time to time in publicly filed disclosure documents of CoolBrands and its subsidiaries and affiliates. In view of these uncertainties we caution readers not to place undue reliance on these forward-looking statements. CoolBrands disclaims any intention or obligation to update or revise any statements made herein, whether as a result of new information, future events or otherwise.