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FOR IMMEDIATE RELEASE

Seattle's Best Coffee Introduces New Specialty Iced Drinks To Help Beat The Summer Heat

Cookie Dough JavaKula® blended beverage and Peach CremeKula® blended beverage available at cafes nationwide

SEATTLE – June 2, 2010 – As the mercury begins to rise, Seattle's Best Coffee is the place to cool down this summer with the arrival of new blended seasonal beverages and the return of a favorite packaged coffee blend at its cafes nationwide. Inspired by the belief that everyone deserves a great cup of coffee, Seattle's Best Coffee is focusing on new beverages that highlight the company's commitment to high quality, freshly brewed coffee.

The star of summer this year at Seattle's Best Coffee is the Cookie Dough JavaKula® blended beverage. This new premium blended beverage is made with smooth, cold brewed coffee and a combination of cookie dough syrup and white chocolate sauce and topped with a signature chocolate baton, whipped cream and a sprinkle of chocolate chip cookie crumbles.

The key ingredient in the Cookie Dough JavaKula is the Seattle's Best Coffee cold brewed coffee concentrate, a concentrated coffee extract produced by using a special cold brewing process. The cold brewing process extracts the delicious flavors of coffee and leaves behind undesirable acids and oils, resulting in a bold, slightly sweet, smooth-tasting coffee with the added benefit of more than 50 percent less acidity than conventional brewing methods. Cold brewed coffee is used as the base for the Seattle's Best Coffee JavaKula blended beverages, coffee milkshakes and Hand Shaken ColdBrewed Originals.

Other new summer seasonal offerings at Seattle's Best Coffee include:

- Peach CremeKula® blended beverage – a chilly beverage featuring a creamy blend of sun-ripened peaches blended with ice and topped with whipped cream. Seattle's Best Coffee is also bringing back a favorite beverage from last summer – the Peach FruitKula® Blended Beverage, a refreshing non-coffee blended beverage.
- A favorite summer coffee since 1998, Beach House Blend® packaged coffee returns in a one-pound whole bean package. Beach House Blend, which can be brewed hot or served over ice, offers a refreshingly mild citrus flavor, delicate aroma and smooth finish.

Complementing the cool new summer offerings, Seattle's Best Coffee is also introducing new OvenSong® Cupcakes in three fun flavors: Chocolate, Vanilla Bean and Raspberry Sparkle.

About Seattle's Best Coffee

Founded in 1970, Seattle's Best Coffee has more than 550 specialty coffee cafes and kiosks in the U.S. and Canada including an expanding franchising program. Its packaged coffee is available in supermarkets across the U.S. and Canada and its recently introduced ready-to-drink iced lattes are available in the Western U.S. Seattle's Best Coffee is also brewed at more than 15,000 foodservice locations, such as college campuses, restaurants, hotels, airlines and cruise lines. Seattle's Best Coffee's smooth roasting delivers a rich and

balanced *Uncommonly Smooth*[™] taste. Seattle's Best Coffee offers more than 30 whole bean and ground coffees (including flavored, organic and Fair Trade Certified[™] coffees), espresso beverages, signature hand-crafted JavaKula[®] blended beverages, OvenSong[®] bakery food and sandwiches, and select merchandise. Seattle's Best Coffee is a featured brand within Starbucks Corporation (NASDAQ: SBUX). For more information, please visit Seattle's Best Coffee online at www.seattlesbest.com.

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