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Seattle's Best Coffee Opens First Franchise Location in New York City

New Seattle's Best Coffee Kiosk Offers Manhattan Mall Patrons Classic Coffee and Seasonal Beverages and Treats

New York; July 19, 2010 – SeattleNY, LLC., a franchisee of Seattle's Best Coffee, today announced the opening of a new Seattle's Best Coffee kiosk located at the newly renovated Manhattan Mall.

The first Seattle's Best Coffee kiosk in New York City will offer the full line of great-tasting Seattle's Best Coffee's coffee and non-coffee beverages, including lattes, mochas, hand-shaken cold brewed coffees and JavaKula® blended beverages – the Company's signature blended beverage line. In addition, the kiosk will offer a fresh food menu featuring pastries and bakery items, along with warm breakfast and lunch sandwich options. The Manhattan Mall kiosk contributes to a growing footprint of Seattle's Best Coffee destinations in New York City including the Seattle's Best Coffee Cafe at Borders Penn Plaza.

"We are very excited to open for business in the Manhattan Mall and offer New York City a quality, great tasting cup of coffee," said Jeff Terzi, president, SeattleNY, LLC. "Seattle's Best Coffee believes everyone deserves a great cup of coffee wherever they are, and we look forward to consistently offering that experience to our neighbors in New York City."

The new kiosk is open Monday through Saturday from 7 a.m. to 9 p.m. and Sunday from 9 a.m. to 8 p.m.

About Seattle's Best Coffee

Seattle's Best Coffee, LLC has been roasting premium coffee since 1970. Seattle's Best Coffee is currently available in more than 550 cafes and kiosks as well as locations such as college campuses, restaurants, hotels, airlines, cruise ships, bookstores, grocery stores and movie theatres. The company is rapidly expanding the distribution of its premium coffee. 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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