



FOR IMMEDIATE RELEASE

Celebrate Spring with New Treats from Seattle's Best Coffee

New cafe drink, pastries, and a limited-edition packaged coffee showcase seasonal flavors

SEATTLE – March 4, 2009 – Spring is in full bloom at Seattle's Best Coffee with the launch of new products designed to awaken the senses after a cold winter. The new seasonal treats include:

- Customized specifically for spring, Seattle's Best Coffee is introducing the White Orange Bliss Latte, which combines Seattle's Best Coffee signature espresso with orange flavors and creamy white chocolate.
- As one of Seattle's original coffeehouses, Seattle's Best Coffee has been roasting, blending and brewing Uncommonly Smooth™ coffees for 40 years. To celebrate, this spring Seattle's Best Coffee is releasing a special edition Anniversary Roast packaged coffee. Available in a one-pound whole-bean package, this medium-bodied coffee has hints of cocoa and citrus flavors. The packaged coffee will be available in cafes, as well as on Cooking.com
- A perfect pairing with the White Orange Bliss Latte, Seattle's Best Coffee is also introducing the OvenSong® Reduced Fat Orange Cream Coffee Cake. Studded with bits of orange, the Reduced Fat Orange Cream Coffee Cake is layered with a ribbon of cream cheese and topped with a sweet streusel. The Reduced Fat Orange Cream Coffee Cake is one of three new cafe foods available this spring, in addition to a Whole Wheal Pretzel made with 100% whole grains and a Lemon Muffin containing whole grains.

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In addition to spring cafe specials, Seattle's Best Coffee is also featuring a Recycled Tumbler travel mug in its cafes. The green outer body is made with eCycle® 100 percent recycled materials.

As winter slowly melts away, Seattle's roaster of Uncommonly Smooth™ premium coffee helps the whole family celebrate the bright flavors of spring. Find more details about Seattle's Best Coffee, cafe locations, roasted coffee and franchising opportunities at www.seattlesbest.com.

About Seattle's Best Coffee

Founded in 1970, Seattle's Best Coffee has more than 550 specialty coffee cafes, kiosks and other concepts in the U.S. Its coffee is available nationwide in supermarkets and 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 20 whole bean and ground coffees (including flavored, organic and Fair Trade Certified™ coffees), espresso beverages, signature hand-crafted JavaKula® blended beverages, OvenSong® bakery warm food and sandwiches, and select merchandise. Seattle's Best Coffee is a featured brand within Starbucks Corporation (NASDAQ: SBUX). For more information including franchise opportunities, please visit Seattle's Best Coffee online at www.seattlesbest.com.

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