

For Immediate Release

TRIP TO SOUTH AMERICA FOR A JOB WELL DONE *Portland Roasting's Employee of the Year Heads to El Salvador to Plant Trees*

PORTLAND, Ore. --- *April 17, 2006* – When you receive the Employee of the Year Award at Portland Roasting, you don't get a shiny plaque or a coveted parking spot or even a bouquet of exotic blooms. Instead, you are put on a plane and sent on a trip to South America. Shelly O'Grady, the Portland, Ore.-based coffee company's 2005 winner, will travel to El Salvador this month as Portland Roasting's emissary to plant a tree at the Santa Leticia Farm, where its eponymous varietal is grown and harvested.

O'Grady, an Oregon resident since 2001, started out as a barista nearly 10 years ago. Throughout stints at restaurants and coffee shops, she stayed hooked on coffee and made her way to Portland Roasting in July 2004 where she joined the company as a customer service representative. O'Grady has received high praise from customers for her pleasant demeanor and can-do attitude. She is looking forward to reaping the rewards of being tapped as top employee. In addition to sightseeing in El Salvador, she will be given the opportunity to learn firsthand about the origins of the coffee that she helps to sell on a daily basis.

"The more time I spend in the coffee industry, the more I become inspired by the permaculture aspect – creation of sustainable habitats by mimicking nature's patterns -- of growing coffee," O'Grady says. "Eventually, I would like to get more involved with the engineering of coffee and learn more about purchasing green coffee."

Farm Friendly Direct™

O'Grady should be able to glean plenty of information about the world of coffee growing when she visits the 230-acre farm set high in the Lamatapec Mountains. The farm is a member of Portland Roasting's Farm Friendly Direct™ program – a community-based program focused on sustainable, shade-grown and organic coffees. Buyers pay growers a premium for their coffee and 100 percent of the program premium goes back to farm and community projects. Everyone wins – the buyer is ensured a constant and consistent supply of high-quality coffee; growers receive above market pricing; and the communities receive funding for needed community enhancements. All parties involved in the program must meet requirements based on three principles -- producing a quality product; ensuring sustainable livelihood for growers and communities; and promoting environmental conservation.

Company managing partner, Mark Stell sees O'Grady's award and ensuing trip – the fourth one awarded by Portland Roasting -- as an important tradition and integral part of the company culture. Every relationship developed with the farmers and land further solidifies Portland Roasting's global commitment to fair trade and sustainability.

About Portland Roasting

Founded in 1996, Portland Roasting is a wholesale, coffee micro-roaster that utilizes a European drum roaster to roast fine coffees and espressos. Drum roasting, as compared to the more widely used air roasting method, provides a roast with more character, resulting in noticeably more flavorful and satisfying blends. Portland Roasting prides itself on its sustainability initiatives such as its Farm Friendly Direct™ program that pays premium prices to its growers to ensure quality coffee while helping to sustain the families and communities that support the coffee farmers. For more information on its coffees and environmental programs, please go to www.portlandroasting.com

#

Contact: Amy Brown
503-341-3795
amyb@seed-pr.com