

FOR IMMEDIATE RELEASE

PORTLAND ROASTING WINS BEST PACKAGING AWARD **Coffee Company's Rebranding Efforts Catch Eye of Specialty Coffee Industry Judges**

PORTLAND, Ore. --- *May 17, 2007* – Portland Roasting's vibrant and earthy new look caught the eye of judges at the Specialty Coffee Association of America's annual conference in early May and garnered the show's Best New Product – Packaging award. The new look was created to link the 10+-year-old Portland, Ore.-based coffee roaster's brand to their mission. The imagery and message reflects their tradition of supporting the grower, the farm, the land -- through their business practices.

"We were mindful to redesign our brand in a way that more aptly conveys our commitment to coffee growers and their land," Mark Stell, managing partner of Portland Roasting. "We are pleased that SCAA recognized our efforts with this award."

Evoking new growth and all its potential with photos of sprouting coffee seeds, Portland Roasting sought to capture the elemental spirit of coffee. SCAA judges applauded their efforts and chose their agricultural theme from a host of other industry rebrands. Applicants were judged on value to industry, design and innovation as well as overall product impression.

The 19th annual conference held in Long Beach, Calif., gathers specialty coffee retailers, producers, wholesalers, importers, exporters and coffee aficionados to attend networking events, in-depth seminars, workshops and to catch the hottest trends of the fastest growing food industry in the world. More than 10,000 coffee enthusiasts from 40 countries attended this year's show.

About Farm Friendly Direct™ Program

The heart of our company lies in our Farm Friendly Direct™ Program (FFD) – our direct coffee sourcing program where we develop relationships with farmers and establish fair pricing for the purchase of green coffee. We pay above market prices for the coffee and an additional premium finances community assistance projects such as tree planting, constructing water treatment facilities and community centers, building schools and funding teacher's salaries -- among others. Projects are created through a collaborative process with community members and farmers. Not just a distant program operating out of view of our company – our employees are engaged in and help manage every project. From Papua New Guinea to India and Ethiopia, from Peru to Guatemala, Portland Roasting employees travel to designated countries to participate in programs, ferry supplies, services or contributions to build community projects on the farms and surrounding communities

About Portland Roasting

Since 1996, Portland Roasting has been roasting the world's finest coffee and espresso. Portland Roasting coffee and coffee products are available via wholesale, internet and retail channels as well as through corporate, university and specialty venue businesses. 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 PRC coffees and environmental programs, please go to portlandroasting.com

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