

For Immediate Release

Portland Roasting Ranks among Fastest Growing Companies in Portland

Portland Business Journal Gives Nod to Local Coffee Company's Robust Growth

PORTLAND, Ore. --- *June 16, 2006*—Portland Roasting Company earned a spot on *Portland Business Journal's* Fastest Growing Private 100 List for the second year in a row. Experiencing a 26 percent growth spurt over the course of 2005 secured the 10-year old coffee company spot #67 on the business weekly's annual list, joining a cadre of other successful Portland companies.

"In a competitive market, it is great to be acknowledged for achieving steady growth two years in a row," says Mark Stell, managing partner of Portland Roasting. "The more we grow, the more opportunity is created for our coffee growing communities and our employees."

Portland Roasting shares its spot with 99 other independent, privately held Rose City businesses that have experienced revenue growth over the course of three years and post earnings of \$500,000 or more yearly. The company enjoys growth and profitability while implementing sustainability programs that give back to the growers and communities that furnish their high-quality beans.

Central to Portland Roasting's sustainability mission is their award-winning Farm Friendly Direct™ program, a direct coffee sourcing program that seeks to develop relationships with farmers and establish fair pricing for the purchase of green coffee. Premium prices paid for the coffee directly finances community and farm-based projects such as planting trees or constructing water treatment facilities. Stell adheres to the strongly held belief that sustainability and profitability go hand in hand.

To that end, Stell was recently appointed to the Specialty Coffee Association of America (SCAA) Sustainability Committee. The association sets industry standards for growing, roasting and brewing coffee. The committee's goal is to develop a leadership role in advocating sustainability as a standard for conducting business within the coffee industry.

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

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Note to editors: High resolution images available upon request.