

For Immediate Release

Portland Roasting Makes Portland Business Journal's Top 100 List
Local Coffee Roaster Grows and Expands Reach Globally

PORTLAND, Ore. --- *June 28, 2007*— For the third year running, Portland Roasting Company landed on *Portland Business Journal's* Fastest Growing Private 100 List. It was their 19 percent jump in business over last year that positioned the local coffee roaster at #88 on the business weekly's annual list.

"It's a good feeling to look back on three years of sustained growth," says Mark Stell, managing partner of Portland Roasting. "This affords us more opportunity to expand our programs that allow more money and support to flow into our coffee-growing communities."

Stell has steadily directed the growing momentum of Portland Roasting toward ambitious projects that lift coffee-growing communities out of poverty. To that end, he has been coordinating the efforts of the Millennium Development Goals Subcommittee to organize and create a web-based method to monitor and report for the United Nations in regards to what the Specialty Coffee Association of America (SCAA) is doing as an organization to assist with these goals set up to markedly reduce worldwide poverty.

Stell, a Sustainability Committee member of the SCAA, has been instrumental in championing his website and database concept. Currently the Masters in International Management program at Portland State University has selected three students to develop a plan and informational model that outlines the functional needs of said website. They will complete their findings at the end of July. With plans in hand, Stell will employ a designer and programmer to build the final site.

Portland Roasting is in good company with the balance of the Portland Business Journal list – 99 other 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.

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

For more information on the United Nations Millennium Development Goals please go to www.un.org/millenniumgoals.

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