

FOR IMMEDIATE RELEASE

DRINK UP, COFFEE TO-GO BECOMES ECO FRIENDLY

Portland Roasting Introduces Region's First ecotainer™

PORTLAND, Ore. --- *April 16, 2007* – Sip your morning coffee from the region's first ecotainer™– made of fully renewable materials and a corn-based liner that allows the entire cup to biodegrade over time. Brought to the Northwest by Portland Roasting Coffee Company, the ecotainer™ to-go cup is a small solution that stacks up over time to a lot of energy and resource savings.

“The ecotainer™ was an obvious next step for us,” says Mark Stell, managing partner at Portland Roasting. “It takes a huge amount of non-renewable energy to produce a conventional disposable cup and these cups just stack up in landfills. We are excited to be at the forefront of the movement to distribute eco-friendly packaging.”

The ecotainer™ cup, once tossed away, ultimately breaks down, under the proper circumstances, into water, carbon dioxide and organic matter. Unlike conventional cups which are made with polyethylene, the ecotainer™ lining is coated with a bioplastic made from corn. The liner is covered with an outer layer of paper, which is harvested from trees managed in accordance with Sustainable Forestry Initiative guidelines making the ecotainer™ eco friendly all the way around. International Paper, creators of the ecotainer™, proudly point out its sustainable components.

“Coffee drinkers will not notice a difference, but the difference to the environment is a real wake-up call,” said Austin Lance, vice president and general manager of International Paper Foodservice, makers of the ecotainer™ cup.

Last year, Americans quaffed hot drinks from, and then discarded, 14.4 billion disposable paper cups. The petrochemicals used to manufacture the cups could heat 8,300 homes for one full year. Ecotainer™ production drastically reduces the use of non-renewable petrochemicals and can divert thousands of disposable cups out of the landfills. Once you get your hands on an ecotainer™, you can recycle it at local coffee shops that take part in Portland Composts!, the city's commercial composting program.

Portland Roasting will roll out their new ecotainer™ cup at the Specialty Coffee Association of America show in early May. Look for the cup at local vendors such as OMSI, Rose's Restaurant, Iron Mutt, Twin Paradox, Portland State University, Concordia University, Linfield College, Pacific University and Oregon State.

The introduction of the ecotainer™ will also mark the debut of Portland Roasting's new brand. The new look was created to connect the 10-year-old local 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. Evoking new growth and all its potential, they sought to capture the elemental spirit of coffee.

About Portland Roasting

Since 1996, we have been roasting coffee and espresso for the Portland community. Our 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 its coffees and environmental programs, please go to www.portlandroasting.com

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