

FOR IMMEDIATE RELEASE

PORTLAND ROASTING BRINGS ON COFFEE INDUSTRY VETERAN Mitch Eastman Hired to Bring Equipment Sales and Service Expertise

PORTLAND, Ore. --- *June 6, 2007* – Portland Roasting announces Mitch Eastman, a longtime coffee industry sales executive will head up the newly created division of Equipment Sales and Service. Eastman’s primary responsibility will be coffee equipment sales and building a strong service department.

“Mitch comes to Portland Roasting with a 30-year history in the coffee industry,” says Mark Stell, managing partner of Portland Roasting. “His experience in both sales and service is invaluable and we consider ourselves lucky to have him on board.”

Eastman spent many years successfully managing sales for Boyd’s Coffee in Portland, and Sara Lee, Superior Coffee, and Fetco; in the Chicago area. Eastman will draw on his years in sales and management and, most recently, his position as entrepreneur of his own food equipment service company to bolster the new department within Portland Roasting.

“I’ve known Portland Roasting since they started roasting coffee more than 10 years ago,” Eastman says. “I’ve always been drawn to the feel of the company, not to mention their high quality coffee.”

About Portland Roasting

Since 1996, Portland Roasting Coffee Company has been roasting coffee and espresso for the Northwest community. The company’s 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

#

Contact: Kathleen Finn
503-528-2652
kathleenf@seed-pr.com