

FOR IMMEDIATE RELEASE

Spread High Energy Cheer with Portland Roasting Farm Friendly Coffee
Add Coffee Sourced with Care to Holiday Gift List

PORTLAND, Ore. --- *November 22, 2006* – Portland Roasting’s Holiday Estate Coffee should hold a fixed spot for everyone on your “nice list.” Amidst the swirl of shiny consumer goods competing for your attention this season, focus on simple and sustainable. Purchase and give Portland Roasting coffee and feel good knowing that Portland Roasting Coffee Company sends a portion of the price back to a coffee growing community in Papua New Guinea - where this varietal originates - to fund the construction of a schoolhouse.

Quality coffee is a gift that gets used, won’t end up in landfill but makes great garden compost. You won’t have to worry about seeing your present re-gifted at next year’s holiday party either. And the price can’t be beat – less than \$12 for a thoughtful, tasty offering that is doing good for growers.

Look for Portland Roasting’s shiny one-pound red holiday coffee bag on the shelves in all eight New Seasons Markets, Made in Oregon, Stadium Fred Meyer and Roth’s. Festooned in a festive sleeve, is a Papua New Guinea varietal from the Madan Estate -- a bold, strong coffee that will wake the sleepest parent when kids come calling for their holiday treasures. You can also send the holiday estate coffee directly to friends and loved ones by ordering online at www.portlandroasting.com

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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