

For Immediate Release

PORTLAND ROASTING COMPANY REFASHIONS ITS LOOK

Coffee Company Rebrand Reflects Commitment to Land

PORTLAND, Ore. --- *October 1, 2006* – It’s still the same coffee, conscientiously handpicked from growers around the world. Now you’ll find their coffee encased in earthy, vibrant packaging to better reflect Portland Roasting’s image as a national leader in sustainability among roasters.

“Our rebranding efforts were focused on connecting our mission to our look,” says Mark Stell, managing partner at Portland Roasting. “The imagery of our new design reflects our tradition of supporting the grower, the farm, the land – through our business practices.”

During the early years of Portland Roasting Company’s 10-year tenure as a Rose City microroaster, co-founder Mark Stell made a commitment to coffee growers. He would buy their sustainably grown beans and then earmark a portion of the sales for projects that directly benefit the farmers and their communities. This effort developed into a full-fledged company program -- Farm Friendly Direct™ that initiates various community outreach projects in coffee-growing regions around the world. Portland Roasting Company’s new look illustrates this longstanding commitment to coffee – farmer – and community, down to the sprout bursting through the soil signaling growth, and promising potential.

Look for Portland Roasting Company’s new look and their new eco-friendly™ cups made with a biodegradable corn-based lining at the end of October. The new packaging and fresh new logo can be found on their whole bean coffee on shelves in January 2007 at New Seasons Market, Stadium Fred Meyer, Food Front Cooperative Grocery and other participating retailers.

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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