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For Immediate Release

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Portland Roasting Is On the Move

Passion for Coffee Excellence, and Sustainability Recognized by Growth

Portland, OR. - (June 23, 2005) Portland Roasting, one of the fastest growing specialty coffee micro-roasters in the Northwest, is indeed on the path of expansion. Recently the company moved to a larger facility, was named as one of Portland's top 100 fastest growing companies and nationally recognized for its sustainability programs, all within the last couple of months.

For the last several years, Portland Roasting quietly roasted thousands of pounds of coffee each year in its' headquarters located in northeast Portland. But with increased demand for its product and services the company literally began to burst at the seams as a larger facility was needed. Now Portland Roasting has doubled its manufacturing space by moving to a new location at 340 SE 7th Ave, in Portland, not far from where the company first started out. The new facility will serve as the company's headquarters, manufacturing plant and include a "cupping room" which will enable the company to help educate new and existing customers.

"With this new space, we are better able to serve the growing demand from our customers. We have not only increased our roasting capacity, we've added significant space to carry more products for the customers we serve," said Mark Stell, managing partner of Portland Roasting. "I believe that our growth is a culmination of the principals we stand for- helping the communities of our coffee partners and roasting the best coffee we know how to."

Recently Portland Roasting was chosen as one of the *Portland Business Journal's* 2005 Fastest-Growing Private 100 Companies. The company came in at number 52, representing a significant

leap in growth from the previous years business. This list honors Oregon's Fastest-Growing Private Companies.

In April, Portland Roasting was recognized by the coffee industry for supporting sustainability throughout the world. The Specialty Coffee Association of America (SCAA) awarded the company a 2005 2nd Annual Sustainability Award for its Farm Friendly Direct™ programs, a milestone for a company the size of Portland Roasting.

In the future, Portland Roasting plans to continue expansion in the retail, hospitality and foodservice sectors. Bringing to customers of all sizes, the quality of coffee they have come to expect from this unique Northwest roaster.

About Portland Roasting

Headquartered in Portland, Oregon, Portland Roasting is a wholesale coffee micro-roaster that is one of only a few Northwest specialty coffee companies to utilize a European drum roaster to roast fine coffees and espressos. Portland Roasting maintains purchasing relationships with coffee growers in all the major growing regions of the world, including several involved in the shade grown organic and farm friendly coffee environments. In addition to coffees, Portland Roasting offers a complete line of specialty beverage products to the food and beverage service industry. Its coffees and espressos are available at finer coffeehouses, restaurants and specialty food stores worldwide. Visit Portland Roasting on the internet at www.portlandroasting.com.

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