

For Immediate Release

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Local Roaster Creates H.O.P.E. and Opportunity for the People of Ethiopia

Portland, Ore. – (April 30, 2005) Portland Roasting, a recent Specialty Coffee Association of America Sustainability Award winning coffee roaster, introduces Project H.O.P.E. its newest addition to their Farm Friendly Direct™ coffee sourcing programs.

Project H.O.P.E., which stands for Hope and Opportunity for the People of Ethiopia, will combine Portland Roasting's efforts with both Atlas Coffee of Seattle and Ambassa Enterprise Coffee of Ethiopia to build a much needed community center for the Ethiopian farming community of Kochere. This community hub will provide a common meeting place for educational purposes as well as a vital medical dispensary for the people of Kochere.

“At Portland Roasting we have a unique opportunity to make a positive difference in the coffee world through direct, socially responsible, coffee sourcing,” says Mark Stell, Managing Partner of Portland Roasting. Social and economic prosperity in coffee regions is of great importance to Portland Roasting. People involved in any production system should be able to achieve a stable working and living situation which allows them to be able to live with dignity and security. It is anticipated that project construction will begin in late 2005. In the future, Portland Roasting hopes that other coffee roasters will join in its efforts to help sustain the community center for years to come.

The Farm Friendly Direct™ Program

The foundation of Portland Roasting's coffee sourcing is their **Farm Friendly Direct™** programs. This involves paying growers a premium for their coffee with 100% of that program premium going to farm and community projects. This direct purchasing relationship is mutually beneficial for Portland Roasting and the grower. Portland Roasting is guaranteed a constant and consistent supply of the highest quality coffee while their growers and local communities receive above fair-market pricing and investment into local infrastructure.

Ethiopian Yirgacheffe Coffee

Endeavors such as Project H.O.P.E. support their mission to promote sustainable business practices. What better place to give back than Yirgacheffe, Ethiopia – the birthplace of Arabica coffees. The delicious Kochere coffee is wet-processed which allows its delicate flavors to show through. These coffees have often been described as having an intense, distinctive flowery bouquet with a smooth, citrusy flavor.

Portland Roasting's Ethiopian Yirgacheffe coffee is currently available at all Terra Vida Grocery Stores, select Lamb's Grocery and Food Front in Portland, Oregon. It can also be purchased by calling 1-800-949-3898.

For more information about Atlas Coffee visit <http://www.atlascoffee.com/1ethtripreport.html>.

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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