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Keurig Introduces New B140 Small Office Brewer

WAKEFIELD, MA, May 1, 2006 – Keurig, Incorporated, a leader in gourmet single cup brewing, announced today the introduction of the Keurig B140 commercial brewer—a revolutionary OCS small office brewer with unprecedented features and value. The new B140 brewer builds on Keurig's success with the B100 brewer launched in 2003 which has enabled Keurig distributors to more economically penetrate small offices with single cup technology.

“Our new B140 commercial brewer offers our distributors and end users more features, proven reliability, all combined with a lower cost”, stated Nick Lazaris, CEO of Keurig. “The new brewer is built on the same technology platform as over 200,000 Keurig At Home brewers—so the technology is proven in the marketplace”.

Some of the unique features of the B140 Keurig brewer include:

- *Multiple brew size options of 6, 8, and 10 oz.*
- *Always ready to brew—no reheat delay after cold water tank fill-up*
- *Ready to brew in less than 3 minutes on initial start-up*
- *“Drainability” of the internal hot water tank at the flip of a switch. Perfect when transporting the brewer in cold climates and for storage*
- *User friendly interface featuring diagnostic lights showing brewer status*
- *Removable 48 oz. cold water tank for filling and cleaning (dishwasher safe!)*

Despite all the new features of the B140 brewer—Keurig operators will pay less for the brewer compared to very successful B100 brewer due to this third generation single cup technology. The B140 brewer will begin shipping to Keurig distributors on May 1, 2006.

The Keurig Gourmet Single Cup Home Brewing System

Keurig brewing combines sophisticated technology with a selection of gourmet coffees and teas that is unmatched by other single cup systems. Keurig offers a menu of over 100 premium coffees and teas from premium brands including: Green Mountain Coffee Roasters, Diedrich, Gloria Jean's, Timothy's World Coffee, Van Houtte, Celestial Seasoning, and Bigelow. In 2006 both Twinings Tea and Tully's Coffee joined the Keurig Brewed single cup revolution with their brands in K-Cups as well.

All coffee contains 100% Arabica Gourmet coffee beans, freshly roasted and sealed for ultimate freshness in Keurig's patented K-Cup® portion packs. A filter inside the K-Cup ensures that water will extract the optimal coffee or tea flavor during brewing, and because brewing takes place inside this "mini-brewer", there is no residue left inside to taint the next brew. At the end of the brew cycle a burst of air forces out the K-Cup's last drops ensuring no dripping or mess when removed.

About Keurig

Keurig is a single cup brewing pioneer in North America and first introduced its gourmet single cup brewing systems to offices in 1998 and to home users in 2002. Keurig systems brew more than one million cups of gourmet coffee and tea every day in homes and offices across North America —and over 1 billion since inception. Keurig is a privately held American company located in the Boston area. For more information please visit www.keurig.com or call 888-CUP-BREW.

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