



Contact:

Hillary Klein

Burson Marsteller

(212) 614-4170

Hillary\_Klein@nyc.bm.com

## Keurig Expands Branded K-Cup™ Offering with Coffee People

### ***Popular Pacific Northwest Coffeehouse Brand to Offer 3 K-Cup Varieties***

**Wakefield, MA, March 29, 2006** – Keurig, Incorporated, the leader of gourmet single cup brewing, announced today that the Coffee People—a popular gourmet coffee retailer in the Pacific Northwest—plans to introduce 3 new K-Cups that will be available to Keurig users both in offices and at home.

“We are proud to welcome Coffee People to the Keurig family,” stated Nick Lazaris, CEO of Keurig. “Keurig’s gourmet coffee drinkers all over North America love the experience of trying new brands and varieties that are not normally available to them. Coffee People is a truly special brand with a strong retail following in the Northwest—and now Keurig users everywhere can try them.”

“At Coffee People we are all about building a sense of community surrounding our coffees...and with Keurig our community is about to get a lot bigger real fast”, said Steve Coffey, CEO of Coffee People, “Keurig technology and K-Cups will make sure the special nuances of our coffees are consistently enjoyed cup after cup.”

### **Coffee People K-Cup Varieties**

Varieties in K-Cups will include:

- **Black Tiger®**—Explore the dark side with this full-bodied earthy Coffee People favorite
- **Wake Up Call**—This full-bodied coffee kicks things off right with its rich flavor and lively finish
- **Coffee People Organic**—Certified 100% organic, this smooth blend gives you an intense flavor with sweet overtones

### **About Coffee People**

Coffee People's roots in Oregon can be traced back to the Saturday Market in Eugene, OR. Small amounts of specialty grade coffee were roasted and offered for sale direct to customers. Word of mouth success at the Market led to the first Coffee People Coffeehouse being opened in 1983 in Portland. Today, 23 Coffee People Coffeehouses serve as gathering places for the most discriminating gourmet "coffee people" in the country. In 1999 Coffee People became part of the Diedrich Coffee Family (NASDAQ: DDRX). For more information about Coffee People please call 800-354-JAVA or visit [www.coffeepeople.com](http://www.coffeepeople.com).

### **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 work day—and more than 1 billion cups since inception. Keurig is a privately held American company located in the Boston area. For more information please visit [www.keurig.com](http://www.keurig.com) or call 888-CUP-BREW.

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