



FOR IMMEDIATE RELEASE

Contact: Hillary Klein
Burson-Marsteller
212-614-4170
Hillary_Klein@nyc.bm.com

Keurig Gourmet Single Cup Brewing System Selected For The 48th GRAMMY[®] Awards' Gift Lounge

Wakefield, MA, February 8, 2006 – Keurig, Incorporated continues as one of the entertainment industry's top awards show gifts with its participation at the 48th Annual GRAMMY[®] Awards. Presenters and performers will each receive the Keurig *Special Edition* B60 home brewing system and a custom three-month supply of gourmet coffee and tea as part of the GRAMMYs gifting program.

Designed for gourmet coffee and tea lovers, Keurig brews a single cup in less than a minute utilizing a patented K-Cup[®] portion pack. The K-Cup serves as a self-contained micro brew chamber with a technologically advanced filter and the finest Arabica coffees and select teas. The system itself uses microprocessor technology to pass a precise amount of pressurized hot water through the K-Cup, ensuring a consistent and quality individual taste profile from brew to brew. Many musicians attending the GRAMMYs already have Keurig brewing systems and enjoy Keurig Brewed[®] gourmet coffee and teas whenever they want, at the touch of a button. Because celebrities love Keurig Brewed gourmet coffee and teas, they also give Keurig brewers as personal gifts to family, friends and colleagues.

"We are honored to be a part of the GRAMMY Gift Lounge," says Keurig CEO Nick Lazaris. "Whether recording in the studio, touring on the road, or enjoying time with friends and family at home, we at Keurig hope this year's celebrated artists will sit back – with a gourmet cup of Keurig coffee or tea, of course – and reflect on a sensational year of music."

- more -

Keurig gourmet brewing systems are appropriate for any coffee or tea drinker who desires great taste, extensive variety, and unsurpassed convenience. Keurig brewers, coffee and tea selections (and now hot cocoa) are available at premium retailers including Bloomingdale's, Williams-Sonoma, Linens'n'Things, Filene's, Marshall Fields, Bed Bath & Beyond, Amazon.com, Target and online at www.keurig.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 into homes in 2002. Keurig brewers make a single cup of gourmet coffee or tea in less than 60 seconds. Keurig's patented K-Cup portion packs eliminate the hassle of grinding beans, measuring coffee, handling filters, and clean up. Today, more than one million cups of gourmet coffee and tea are brewed in Keurig machines every day. 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.

###