

Keurig/Caribou Announce Single-Cup Partnership

Keurig Inc., Wakefield, Mass., a leader in gourmet single-cup brewing, and Caribou Coffee Company Inc. of Minneapolis, Minn., have announced a partnership to market Caribou's gourmet coffees in Keurig K-Cup® portion packs. Keurig consumers will now have eight Caribou coffee varieties to choose from both at home and in the office the two companies jointly report.

"We are proud to welcome Caribou to the Keurig family," Nick Lazaris, President of Keurig, states. "Caribou is a strong brand with a loyal following among gourmet coffee lovers. Our office and home Keurig users will be delighted with Caribou in K-

Cups."

"Caribou is pleased to make available our coffee house quality coffees in Keurig's K-Cups," Michael J. Coles, Chairman and CEO of Caribou, says. "We've partnered with Keurig because their technology ensures our coffees will deliver a gourmet coffee experience at home or in the office that Caribou customers love in our coffeehouses."

Caribou Coffee varieties in K-Cups will include:

- **Caribou Blend:** This signature blend balances a big-bodied, syrupy taste with a clean, snappy finish. The secret is a rich, hearty Indonesian bean, perfectly proportioned with Central and South American varieties for lively fruit tones.

- **French Roast:** A combination of coffees from Costa Rica, and Papua New Guinea is blended and brought to a traditional French roast for a decadent, bittersweet flavor with a smooth, heavy body.

- **Daybreak Morning Blend:** A blend of coffees from the Americas and some fantastic East African beans are roasted to chocolate brown for this light, fruity blend that has a slightly nutty finish.

- **Sumatra:** Coffee is collected from small landholders throughout the beautiful island of Sumatra, one of the nearly 14,000 islands that make up the Indonesian Archipelago. This coffee has a syrupy, sweet rich body and cedarwood spice notes.

- **Fair Trade:** Caramel sweetness with deep grape and pecan notes and a note of a crisp chardonnay finish characterize this sustainable blend.

- **Colombia:** This coffee is full of sweet caramel flavors, smooth roasted nut notes, and delicate floral nuances.

- **Caribou Blend Natural Decaf:** (all natural, no chemical decaffeination in our process).

- **Decaf Sumatra:** (all natural, no chemical decaffeination).

Under the terms of the arrangement, Caribou Coffee will blend and sell its gourmet coffee beans to Keurig. Keurig will be responsible for packaging the coffee into K-Cups in accordance with Caribou Coffee's specifications. Under license from Caribou Coffee, Keurig will also serve as the wholesale distributor and a direct retailer for all Caribou Coffee K-Cups.

Caribou Coffee K-Cups will begin to be available in the second quarter of 2007 on-line at www.keurig.com.