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**Loews Hotels and Keurig Announce Partnership to Bring Gourmet,  
Single Cup Coffee Brewing to Loews Hotel Rooms in North America**

*Loews to be first Hotel Group to Purchase New Keurig Hotel Brewer*

NEW YORK, NEW YORK (November 13, 2006) – Loews Hotels and Keurig, Incorporated announced today that all Loews Hotel rooms in North America will be upgraded to include the Keurig single cup gourmet coffee system. Loews will be the first hotel company to offer guests Keurig’s new single cup brewer (designated the B130) designed especially for hotel rooms. Guests will be able to CHOOSE from 4 different coffee/tea varieties packed in Keurig’s proprietary K-Cup® portion packs, BREW their favorite K-Cup in minutes, and ENJOY coffee house taste one cup at a time.

“The guest experience is our singular focus at Loews Hotels”, said Jack Adler, President and COO, Loews Hotels, “and upgrading to Keurig Brewed® brings our in-room coffee up to the standard our guests are used to finding in coffee houses—but not in hotel rooms—and will exceed their expectations in an area that our research shows is important to them.”

The partnership with Keurig is just once piece of a major branding initiative taking place at Loews Hotels. Loews conducted more than two years of market research with its customers, aimed at addressing everything from future property locations to new services and amenities. The result is a well-defined program to refine the guest experience at Loews Hotels, ensuring each property exceeds AAA Four Diamond standards by offering services and amenities that are *supremely comfortable, vibrant and uniquely local*. Loews Hotels’ brand improvements set the stage for the company’s recently announced expansion effort that aims to grow the chain by 10 to 15 hotels in the next five years.

Nick Lazaris, President of Keurig, stated: “Keurig’s gourmet single cup system offers the speed, variety and convenience that has improved the daily coffee ritual for coffee lovers both at work and at home. The same people who love Keurig in the office and at home will love using our new B130 hotel model brewer it in their “home away from home” at Loews!”

Starting in June 2007, all 7,500 Loews rooms will include the new Keurig B130 hotel brewing system. The B130 brewer works in 3 easy steps. Guests merely:

1. Select a K-Cup portion pack and place it in the brewer. (Varieties will include: Regular Coffee, De-caf Coffee, and a Black Tea).
2. Add one cup of water and push a brew button
3. Enjoy their fresh brewed coffee/tea in less than 3 minutes

The major advantages Keurig offers over conventional in-room brewing systems is the freshness and improved sanitation provided by the K-Cup, and the extensive varieties of coffees and teas available in K-Cups from leading brands. . In addition, labor costs to clean drip brewers virtually disappear as well as replacement costs for broken glass carafes.

All Keurig brewers use Keurig's patented K-Cup® portion packs. K-Cups are “mini-brewers” that eliminate the hassle of grinding beans, measuring coffee, handling filters and messy clean-up while brewing a gourmet cup of coffee or tea. Gourmet coffees, teas and hot cocoa distinguish Keurig from its competition. With over 130 different coffee, tea and hot cocoa varieties from 12 gourmet partners, Keurig meets the diverse taste profiles of everyone.

Single cup brewing is a rapidly growing new category due to the speed and convenience of making a fresh cup of coffee or tea without having to brew a whole pot. Keurig is a premium leader in this new category – with not only speed and convenience but also proprietary brewing technology and partnerships with partners including Green Mountain, Diedrich, Gloria Jean's, Timothy's, Van Houtte, Celestial Seasonings, Bigelow, Twinings, Ghirardelli, Tully's, Coffee People and Newman's Own.

### **About Loews Hotels**

Headquartered in New York City, Loews Hotels owns and/or operates 17 hotels and resorts in the U.S. and Canada. Located in major city centers and resort destinations from coast to coast, the Loews portfolio features one-of-a-kind properties that go beyond Four Diamond standards to delight guests with a supremely comfortable, uniquely local and vibrant travel experience. Loews boasts some of the industry's most innovative and successful travel programs, including Loews Loves Kids for families and Loews Loves Pets for discerning animals on the road. For reservations or more information on Loews Hotels, call 1-800-23-LOEWS or check [www.loewshotels.com](http://www.loewshotels.com).

### **About Keurig**

Keurig, Incorporated, a wholly-owned subsidiary of Green Mountain Coffee Roasters (NASDAQ: GMCR), is a single cup brewing pioneer in North America. Keurig's proprietary brewing system combines a pressurized hot water brewer with patented K-Cups that contain and preserve the freshness of gourmet coffees and teas. Through licensing agreements, Keurig's coffee roaster and tea partners offer more than 130 varieties of gourmet branded coffees and teas in K-Cups. Keurig first introduced its gourmet, single cup brewers to offices in 1998 and to home users in 2002. More than one

million cups of Keurig Brewed® gourmet coffee and tea are enjoyed every day, and over 1 billion have been enjoyed since 1998. For more information please visit [www.keurig.com](http://www.keurig.com) or call 888-CUP-BREW.

Green Mountain Coffee Roasters, Inc. was recently ranked No.1 on Business Ethics Magazine's list of "100 Best Corporate Citizens." A leader in the specialty coffee industry, it offers more than 100 selections (including Fair Trade Certified™, organic coffees) that sell under the Green Mountain Coffee Roasters® and Newman's Own® Organics brands. While the majority of the Company's revenue is derived from its multi-channel wholesale operations, it also manages a growing direct mail and e-commerce business ([www.GreenMountainCoffee.com](http://www.GreenMountainCoffee.com)). The Company recently acquired Keurig, Incorporated, a pioneer and leading manufacturer of gourmet single-cup brewing systems. Based on its performance and practices, Green Mountain Coffee Roasters has been recognized for the past six years as one of Forbes Magazine's "200 Best Small Companies," and for the past two years as one of the Society of Human Resource Management's "Best Medium Companies to Work for in America."

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