



Corporate Profile

Overview

Keurig, Incorporated is a world-wide industry leader in single-cup coffee brewing technology. In fact, Keurig can be described as a “Technology Company in the Coffee Industry”. Introduced in 1998, Keurig’s innovative single-cup brewing system lets coffee lovers brew perfect coffee one cup at a time, in less than a minute.

About 2.5 million cups of Keurig Brewed® are enjoyed in offices and homes in North America every day—and over 2 billion have been served since 1998.

Keurig was founded in 1992 by coffee lovers who believed that coffee should always be served fresh, whether at home or at the office, just as in a gourmet coffee house. They noticed that people were constantly leaving the office in search of a fresh cup of coffee and asked themselves: “Why do we brew coffee a pot at a time when we drink it a cup at a time?” From this question the revolutionary concept of Keurig K-Cup® portion pack brewing was born.

Keurig’s patented single-cup brewing system lets people brew a perfect cup of gourmet coffee in less than a minute without the hassle of grinding beans, measuring coffee, handling filters or cleaning up. Keurig eliminates all the guesswork from brewing a consistently great cup of coffee.

In June, 2006 Keurig became a wholly owned subsidiary of Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR). Green Mountain Coffee Roasters is recognized as a leader in the specialty coffee industry for its award-winning coffees and successful business practices. Green Mountain Coffee Roasters was recently ranked No. 1 on the Business Ethics list of “100 Best Corporate Citizens,” and has been recognized repeatedly by Forbes, Fortune Small Business, and the Society of Human Resource Management as an innovative, high-growth, socially responsible company.



The Superior Keurig Brewed® System

The Keurig system is comprised of three unique elements that set it apart from single cup competitors - a proprietary brewer, patented K-Cup® portion packs, and an unrivaled selection of gourmet coffees and teas. These three elements combine to consistently deliver an outstanding cup of coffee.

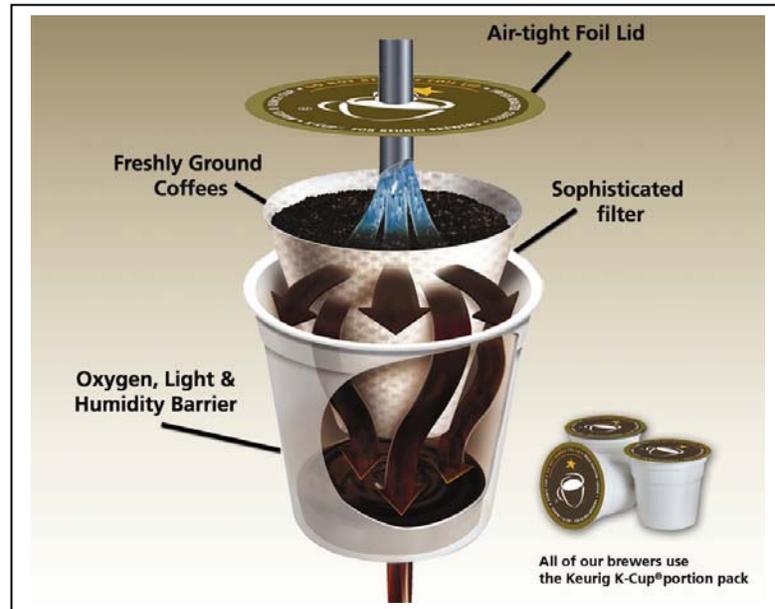
1. The Keurig Single-Cup Brewer

Keurig’s Patented Single Cup Brewer uses revolutionary pressure-based brewing technology. This pressurized system delivers the exact amount, temperature and pressure of water to ensure optimal flavor extraction every time.

2. The Keurig K-Cup® Portion Pack

Keurig's patented K-Cups (short for Keurig Cups) are the magic behind the perfect cup of coffee or tea. The K-Cup is packed with tea or fresh-roasted coffee ground and measured to exact roaster specifications for each variety. The K-Cup is nitrogen-flushed to seal in ultimate freshness, and stays fresh for 9 months. It is impermeable to oxygen, moisture and light, and contains an individual paper filter to preserve flavor integrity.

The brewing process actually takes place inside the K-Cup. To brew a cup, simply place a K-Cup into the brewer, and a perfect cup is brewed at the touch of a button in less than a minute. Because each K-Cup delivers an individually brewed cup, coffee and tea lovers can choose from over 170 gourmet varieties



3. Coffee and Tea Brand Partners—and Hot Cocoa Too!

The Keurig system offers consumers the choice of 12 premium coffee and tea brands and more than 170 varieties. Keurig's partners include **Green Mountain, Diedrich, Gloria Jean's, Timothy's, Van Houtte, Celestial Seasonings, Bigelow, Tully's, Twinings, Newman's Own, Coffee People, and Caribou Coffee.** Keurig's brand partners and extensive variety are a key differentiation from competitive single cup systems that have limited brand and coffee/tea variety.

Internationally, *Keurig entered into a joint venture with Ueshima Coffee Company (UCC) of Japan in 2001 for distribution of Keurig brewing technology in Japan and 9 other Asian countries.* Keurig is constantly reviewing opportunities to partner with additional coffee/tea brands and potential distribution partners worldwide.

Keurig—A Single Cup Pioneer in the Office

Keurig's single-cup coffee system was first introduced to the office coffee market in 1998. In the office, Keurig Brewed® provides the following benefits: 1) no one has to make a pot of coffee, 2) everyone can have their own favorite variety, 3) there is no mess or clean-up or stale, wasted coffee, and 4) every cup is fresh and gourmet! Keurig brewers can be found in over 200,000 offices in North America with over 50 million cups of Keurig Brewed® consumed monthly. Nationally, about 6% of coffee brewed in offices is Keurig!



Keurig offers office coffee distributors and end users a line of commercial brewers that meet the needs of small, medium and large offices—with a variety of price points and features. Keurig Authorized Distributors include national companies such as Aramark, Canteen, Filterfresh—as well as water delivery and office supply companies, and local coffee service providers.

Keurig At Home—The Gourmet Single Cup Pioneer

Keurig's success in the office led consumers to ask "when can I have Keurig at home?!"

In response to consumer demand, Keurig introduced the first single-cup home brewing system in the US when it launched the Model B1000 Keurig Single Cup Brewer in partnership with Green Mountain Coffee Roasters during the 2002 holiday season.



Today, Keurig home brewers can be found in over 9000 retail stores. Our line-up includes a unique to the industry "Good/Best/Better" assortment of brewers with a range of price points and features. Keurig's most affordable brewer—the B40 Ultra—brews one cup size and has a suggested retail price of \$129.95. The B60 Elite brewer has a suggested retail price of \$169.95 and includes 3 brew sizes and an upscale look with chrome accents. Keurig's ultimate home brewer is the B70 Platinum Edition—with a suggested retail price of \$229.95. The B70 brewer includes 4 brew sizes and a large water reservoir with attractive blue back lighting to grace any gourmet kitchen.

Keurig retail partners include: *Bloomingdale's, Linens n' Things, Robinson May, Marshall Fields, Bed Bath & Beyond, Target* and many others.

Keurig Expands to Hotel In-Room Brewing

Now hotel guests can also enjoy Keurig Brewed™ with Keurig's B130 hotel brewer. This brewer has a small footprint to grace any upscale hotel room. Premium hotel brands such as Loews, Intercontinental, LXR, are just a few who are offering Keurig to their guests.



For more information, visit www.keurig.com or phone 1-888-CUP-BREW