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**Seattle's Best Coffee Introduces *Just Pure Flavor*[™] for
Brewed Coffee and Offers Free Samples in Stores Nationwide**

Adds flavor essence to fresh brewed coffee without sugars, sweeteners or dairy

SEATTLE - September 9, 2009 - Seattle's Best Coffee is proud to introduce *Just Pure Flavor*[™], an innovation for fresh brewed coffee that offers customizable flavor by the cup. Unlike other traditional sweetened syrups, *Just Pure Flavor*[™] in **Vanilla Creme**, **Cinnamon Swirl** and **Hazelnut**, add only premium flavor essence to each individual cup of fresh brewed coffee. The new flavors use no dairy, sugar or artificial sweeteners, and add less than 50 calories to a 12 fl. oz. (5 calories) beverage.

“Many of our guests request flavored brewed coffee in cafes similar to what they find in our flavored whole bean coffees they brew at home,” said Steve Hayter, director of product development for Seattle's Best Coffee. “*Just Pure Flavor*[™] adds only the flavor to the cup, offering a rich, delicious coffee without overpowering the smooth roasted flavor. We invite customers to come into our cafes and ask for a sample of any of our beverages, including the three new coffee flavors.”

In addition to serving flavored brewed coffee in cafes, Seattle's Best Coffee offers a

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variety of flavored coffees to brew at home, including Cinnabon™, Crème Brulée, Hazelnut Cream and Vanilla Bean, available for purchase in grocery stores and online at www.Cooking.com.

The three new coffee flavors lead the fall promotion at Seattle's Best Coffee, which includes the new Hazelnut Toffee Mocha and the return of the fall exclusive Autumn Reserve® Blend coffee. Find more details about Seattle's Best Coffee, cafe locations, roasted coffee varieties and specialty espresso beverages at www.seattlesbest.com.

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About Seattle's Best Coffee

Founded in 1970, Seattle's Best Coffee has more than 550 specialty coffee cafes, kiosks and other concepts in the U.S. Its coffee is available nationwide in supermarkets and at more than 6,000 foodservice locations, such as college campuses, restaurants, hotels, airlines and cruise lines. Seattle's Best Coffee's smooth roasting delivers a rich and balanced Uncommonly Smooth™ taste. Seattle's Best Coffee offers more than 30 whole bean and ground coffees (including flavored, organic and Fair Trade Certified™ coffees), espresso beverages, signature hand-crafted JavaKula® blended beverages, OvenSong™ bakery warm food and sandwiches, and select merchandise. Seattle's Best Coffee is a featured brand within Starbucks Corporation (NASDAQ: SBUX). For more information, please visit Seattle's Best Coffee online at www.seattlesbest.com.