



For Immediate Release
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Justin's Now Available at Seattle's Best Coffee Locations Nationwide

Leading natural foods company from Boulder, CO chosen to expand condiment selection for Seattle's Best Coffee's food program

BOULDER, Colo. (June 2, 2010) — Justin's, a leader in the all-natural nut butter industry, announced today its availability in 550 Seattle's Best Coffee cafes as a healthy condiment spread for their food program.

"At Seattle's Best Coffee, we are constantly looking for ways to provide healthier options to our customers," said Heidi Kirkham, Product Manager, Food for Seattle's Best Coffee. "With Justin's delicious Honey Peanut Butter in a single-serve squeeze pack, our hope is to grow our condiment selection beyond the standard."

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® baked goods and sandwiches, and select merchandise. Through their expanding franchise base, Seattle's Best Coffee continues to grow their brand equity/value nationwide.

"We are thrilled to offer Seattle's Best Coffee consumers a healthy condiment option," said Justin Gold, CEO/founder of Justin's.

About Justin's:

Justin's is the premier nut butter company on the planet manufacturing organic and natural nut butters using a small batch, proprietary grinding process. Justin's began in 2004 as Justin Gold, using a food processor in his home kitchen, began selling his homemade nut butters to natural food stores in Boulder, Colo. Today, Justin's is available nationally at fine retailers including: Whole Foods Markets, Safeway, Jewel-Osco, Delta, Northwest, JetBlue, King Soopers, HEB, City Market and many more. Justin's is available in 16oz jars, 1.15oz squeeze packs and .5oz squeeze packs in eight delicious flavors: Chocolate Almond, Maple Almond, Honey Almond, Classic Almond, Chocolate Peanut, Honey Peanut, Classic Peanut and Chocolate Hazelnut. For more information please visit: www.justinsnutbutter.com.

About Seattle's Best Coffee:

Founded in 1970, Seattle's Best Coffee has more than 550 specialty coffee cafes and kiosks in the U.S. and Canada including an expanding franchising program. Its packaged coffee is available in supermarkets across the U.S. and Canada and its recently introduced ready-to-drink iced lattes are available in the Western U.S. Seattle's Best Coffee® is also brewed at more than 15,000 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 is a featured brand within Starbucks Corporation (NASDAQ: SBUX). For more information, please visit Seattle's Best Coffee online at www.seattlesbest.com.

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