

FOR IMMEDIATE RELEASE

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**BOYD COFFEE COMPANY ANNOUNCES THE EXCLUSIVE LAUNCH
OF ITS NEW ROASTMASTER'S CUP BLENDS**
*Premium roaster gives consumers a unique opportunity to support global charity
with two exciting new coffee blends*

(Portland, OR, November 23, 2010) Boyds®, an innovator in the coffee industry for more than 100 years, is excited to announce the creation of **Roastmaster's Cup Bahia Emerald** and **Black Pearl** coffee blends, available only for a limited time to consumers. The launch of these two new blends is the first of many coffees to be made available under the Roastmaster's Cup blends and reinforces Boyds' commitment to offer a full range of incredible-tasting coffees that deliver unique flavors from around the world.

Boyds' Roastmaster selected distinctive Panama Estate Reserve beans grown from the highlands of Panama and combined them with natural pulped flavor-balancing coffee from the drier climate of southern Brazil to make the light, toffee, slightly piquant **Bahia Emerald Blend**.

Black Pearl Blend combines traditionally farmed complex beans from the northwestern side of the tropical island of Sumatra with the Sidamo bean, which grows in the southern province of Ethiopia. This combination creates a sweet-smokiness, leaving a light chocolate bitters leave on the palate.

The inviting toffee nose and departing gentle buttery finish of the Bahia Emerald Blend and the full-bodied, smoky-sweet flavor of the Black Pearl Blend exemplify Boyds' expertise to source, blend and roast premium coffees.

"Throughout the past century, we have remained focused on being industry innovators and experts in coffee buying, evaluating, blending and cupping," states Randy Layton, 30-year Roastmaster for Boyds. "We are excited to continue to offer our customers quality blends that they have grown to expect."

Roastmaster's Cup Blends are "grounded in good" too. In addition to purchasing the Bahia Emerald Blend at a Grounds for Health (GFH) auction, where 100% of the proceeds benefit GFH, Boyd Coffee Company will also donate \$4 to the GFH charity for each pound sold. Since 1996, non-profit organization GFH has been establishing sustainable cervical cancer-prevention programs in coffee-growing communities. Cervical cancer is the most deadly form of cancer affecting women in the coffee-growing regions, but it's 100% preventable with early detection and treatment.

"We've been working with these communities for generations here at Boyds, so being able to give back with a donation for each purchase and raise awareness for this issue is so gratifying," says Michael Boyd, a fourth-generation Boyd Family member and Coffee Buyer "Not many people know how preventable this disease is, and yet in these communities it's the number one cancer killer among women, who are without question the heart and soul of coffee-growing families."

Boyd's continues to travel the world to find exquisite blends that deliver incredible-tasting coffees. Bahia Emerald Blend and Black Pearl Blend are available for a limited time and can be purchased online or in retail outlets. For more information, please visit www.boyds.com.

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About Boyd Coffee Company:

Boyd Coffee Company produces and distributes distinctive specialty coffees, hot and iced teas, cappuccinos, frozen beverages, food products and equipment.

Established in 1900 in Portland, Ore., and continuously led by the Boyd family, Boyd's® is the Pacific Northwest's longest-operating coffee roaster and North America's first certified organic roaster. Boyd's sources much of its coffee from Rainforest Alliance Certified™ and Q-Graded farms to encourage sustainable farming and to improve the quality of life in coffee-growing communities.

Boyd's products are available in 22 western states through Direct Sales Distribution and available across the U.S. and Canada through distributors, direct shipment and select grocery stores.