



FOR IMMEDIATE RELEASE

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**KOFY TV 20/CABLE 13 AND WEAVER'S COFFEE & TEA
BREW UP A SPECIAL HAND-CRAFTED & ECO FRIENDLY BLEND
FOR FREE COFFEE TASTINGS ALL OVER BAY AREA**

KOFY TV 20/Cable 13 and Weaver's Coffee & Tea, a new Bay Area based specialty coffee roaster have partnered together to produce an exclusive hand-crafted, eco-friendly, artisan coffee called "KOFY BLEND" that will be distributed for free by a battalion of "KOFY COFFEE PATROLS" at high-traffic locations all over the Bay Area.

Fresh from the re-launch as KOFY TV 20/Cable 13, where the station reclaimed its original name, (pronounced "coffee") KOFY TV 20/Cable 13 president and general manager Craig Coane stated, "Having our own blend of coffee is a great way to further connect the new KOFY with television viewers in the Bay Area. We knew right away that Weavers was the perfect partner for us. Their strong ties to the local Bay Area community and commitment to high quality are values we share."

Weaver's Coffee & Tea bears the name of its master roaster, John Weaver who began roasting coffee in 1980 under the direction of two legendary coffee experts Alfred Peet and Sal Bonavita. Weaver is recognized as one of the world's most accomplished coffee roasters and tasting experts. In September 2007, after nearly three decades as master roaster at Peet's, Weaver left to launch Weaver's Coffee & Tea. "Our partnership with KOFY TV — which has such deep ties to the Bay Area — is such a great match for us. We are proud to be able to offer the special "KOFY Blend" to KOFY Club members, and to introduce our brand to more Bay Area residents. We're looking forward to a long and exciting relationship with KOFY TV," said John Weaver.

The special KOFY TV 20/Cable 13 and Weaver's Coffee & Tea "KOFY BLEND" is a 100% Certified Organic and Fair Trade Certified™ coffee and is only available by joining the KOFY Club at www.kofytv.com or at various events throughout the Bay Area. To find out where the KOFY Crew is going to be go to www.kofytv.com

Weaver's Coffee & Tea is available for sale online and at select specialty grocery, gourmet food stores, specialty retail, restaurant, office coffee and food service accounts

throughout the United States. For more information about Weaver's Coffee & Tea, please visit www.weaverscoffee.com or call their toll free phone number at (800) 328-1178.

For more information about KOFY TV 20/Cable 13 go to www.KOFYTV.com.

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