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Wild Card Roasters Announces the Release of WEAVER'S COFFEE & TEA

SAN FRANCISCO — DECEMBER 12, 2007 — Wild Card Roasters, LLC today announced the launch of its first retail brand — WEAVER'S COFFEE & TEA™. Twenty-seven years of roasting, blending and tasting expertise go into the creation of each bag to bring only the finest, freshest, hand-crafted artisan coffee and teas to market.

Their signature brand, WEAVER'S COFFEE & TEA, bears the name of their master roaster and president of coffee and tea, John Weaver, who began roasting coffee in 1980 where he apprenticed directly under two legendary coffee experts, Alfred Peet and Sal Bonavita. Weaver is recognized as one of the most accomplished coffee roasters and coffee and tea tasting experts in the world. In September, after more than two decades as master roaster, Weaver left Peet's Coffee & Tea to start Wild Card Roasters with Michael Brown and Bryce Inouye.

CEO of Wild Card Roasters, Michael Brown worked for Warner Bros. for eleven years where he was vice president of international retail business development. Brown opened over 150 Warner Bros. Studio Stores in 11 countries in 8 years. Brown is an expert in local market entry for US retail, consumer products and licensing companies that are looking to expand into overseas markets.

COO of Wild Card Roasters, Bryce H. Inouye worked with Brown early in his career at Warner Bros. and over the past decade on international retail business development, licensing, brand marketing, and sourcing/distribution. Inouye is based in Tokyo, where he maintains a network of relationships with major global entertainment companies, studios, IP holders, as well as international manufacturing and sourcing companies.

“After 27 years, roasting is still exciting to me. I always view it as a precious risk when I drop a new batch of beans into the roaster. The beauty is in the timing balanced with temperature, and the ability to unleash the true essence of each coffee,” said John Weaver, master roaster and president of coffee and tea, Weaver's Coffee and Tea.



WEAVER'S COFFEE & TEA strives for what can only be described as "Cup Perfection"[™]. They meticulously select, hand-roast, blend, and taste every batch of beans to ensure that each of their coffees has realized its full potential before ever reaching a cup. In addition, Weaver methodically tastes and selects only the finest teas from around the world to ensure that each tea meets his expectations.

The Coffees

WEAVER'S COFFEE & TEA offers a *Holiday Blend* which has a full-bodied and complex flavor with a hint of chocolate; a *Decaf Holiday Blend* that has medium-bodied and smooth flavor; and a *Peru Organic*, which is Organic and Fair Trade, with a medium-bodied, tangy fruit finish. WEAVER'S COFFEE & TEA also offers two signature coffee blends: a *House Blend* which has a medium-bodied, smooth flavor with a hint of on citrus, along with a *French Roast* which has a toasty and bold flavor.

The Teas

WEAVER'S COFFEE & TEA offers six loose tea selections: *Chinese Black - Blended*, *Dragonwell Green - Long Jing*, *Mystic Dragon White*, *Jade Pearl Jasmine*, *Oolong Twisted Leaf* and *Chamomile Lemon Blossom Herbal*.

ABOUT WEAVER'S COFFEE & TEA

Based in San Francisco, Weaver's Coffee & Tea delivers twenty-seven years of roasting, blending and tasting expertise into the creation of each bag to bring only the finest, freshest, hand-crafted, artisan coffee and tea. WEAVER'S COFFEE & TEA[™] is a wholly-owned, proprietary brand of Wild Card Roasters, LLC. Wild Card Roasters is a privately-held, California-based limited liability corporation. Our roasting facility and main offices are located in Northern California. Wild Card Roasters owns and operates a powerful portfolio of proprietary retail brands including WEAVER'S COFFEE & TEA. They offer training and consulting for specialty beverage programs around the world and provide corporate solutions in the areas of sourcing, wholesale, retail, and worldwide licensing.

Weaver's Coffee & Teas is available for sale online at www.weaverscoffee.com

For information on Corporate Solutions and Sales including Private Label Coffee & Teas, please visit www.wildcardroasters.com

For any questions or product inquiries, please contact: *Grant Kimura* at (800) 328-1178, extension 3.
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Images are available upon request.

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