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WEAVER'S COFFEE & TEA LAUNCHES 100% CERTIFIED ORGANIC AND FAIR TRADE CERTIFIED COFFEE LINE

COFFEES NOW AVAILABLE IN SPECIALTY GROCERY AND GOURMET FOOD STORES THROUGHOUT CALIFORNIA

SAN FRANCISCO – JULY 9, 2008 – Weaver's Coffee & Tea, a specialty coffee roaster, announced today that their handcrafted, artisan coffee is now available in specialty grocery and gourmet food stores. The company also announced the introduction of a new line of 100% Certified Organic and Fair Trade Certified coffee and tea. Fresh, hand-roasted Weaver's Coffee is available at select Whole Foods Market locations, The Real Food Company and Jackson's Wine & Spirits in Northern California, as well as other gourmet food stores such as Vicente Foods, Chefmakers, and The Victorian Baker Cafe in Southern California.

"This launch expands the reach of Weaver's Coffee & Tea and brings our fresh, hand-roasted coffee experience to a broader national audience," said Michael Brown, CEO. "Distribution into high-quality grocery and gourmet food stores will further extend our brand. We believe neighborhood retail is one of the best ways to reach new customers".

"We are very pleased to offer our new line of 100% Certified Organic and Fair Trade Certified coffee and tea as part of our ongoing commitment to the environment and sustainable business practices," said John Weaver, master roaster and president of coffee and tea. "We continue to hand-roast and ship daily. Our strict standards of quality control ensure our coffee is fresh, and our commitment to "cup perfection" remains uncompromised."

The Weaver's brand bears the name of 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 tasting experts in the world. In September, after nearly three

decades as master roaster, Weaver left Peet's Coffee & Tea to launch Weaver's Coffee & Tea with Michael Brown and Bryce Inouye.

Weaver's Coffee is packaged in distinct green and black bags. Weaver's Coffee is available online at www.weaverscoffee.com, and in retail stores in San Francisco, San Mateo, Berkeley, Oakland, Walnut Creek, Lafayette, San Ramon, Los Angeles, Pacific Palisades, Santa Monica and Brentwood, expanding nationally in the coming months.

Weaver's Coffee is available in two main categories: 100% Certified Organic and Fair Trade Certified coffees: Organic Blend, French Roast Organic, Sumatra Organic, Peru Organic and Decaf Organic Blend; and Signature Blends: The Blend, French Roast, House Blend, Africa Blend, Espresso Blend and Decaf House Blend. Hawaiian Kona Reserve is available exclusively online.

The Weaver's Coffee launch is being supported with in-store sampling at Whole Foods, Vicente Foods, Jackson's Wine & Spirits and Chefmakers, and with print and online marketing.

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 of fresh, hand-crafted, artisan coffee and tea. Weaver's is a wholly owned, proprietary brand of the privately held, California-based limited liability corporation, Wild Card Roasters, LLC. Today, Weaver's fresh, hand-roasted artisan coffees and hand-selected teas are available through multiple channels of distribution including specialty grocery, gourmet food stores, specialty retail, restaurant, office coffee and food service accounts throughout the United States as well as through their website (www.weaverscoffee.com) and toll free phone number (800) 328-1178. They also 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.

For information on wholesale sales or any questions or product inquiries, please visit www.weaverscoffee.com, email contact@weaverscoffee.com, or call toll-free (800) 328-1178.

Images are available upon request.

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