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WEAVER'S COFFEE & TEA EXPANDS ITS FRESH, ARTISAN COFFEE LINE AND CONTINUES TO GROW

Named Best Organic Coffee by Phil Lempert on The Today Show

EMERYVILLE, CA – MAY 6, 2009 – Weaver's Coffee & Tea today announced that it is expanding its artisan coffee line to meet growing customer demand. In addition, Weaver's continues its exponential growth and Phil Lempert, Today Show food editor, recently named *Weaver's Organic Blend* "Best Organic Coffee" on NBC's *Today Show*.

Weaver's Coffee & Tea is expanding their handcrafted, artisan coffee assortment to meet growing customer demand. Weaver's recently added Ethiopia Natural Organic, which is 100% Certified Organic, and converted their popular French Roast Organic to include only coffees that are both 100% Certified Organic and Fair Trade Certified. Kenya AA, Costa Rica Tarrazu, and Guatemala Antigua were also released in the first quarter under the new 1-Origin™ label.

Despite the current economy, the company has experienced exponential sales growth, especially within its 100% Certified Organic, Fair Trade Certified™ coffees.

"Consumer and market response has been tremendous," said Michael Brown, CEO of Wild Card Roasters. "Weaver's is realizing increased market share in all sales channels. We're carefully expanding our distribution at the same time to ensure our customers have access to our fresh coffee without compromising our standards."

"There are countless varieties of coffee and tea in the market – we're being very selective about only introducing exceptional coffees and teas that meet our standards and reflect our customer's sensibilities," said John Weaver, master roaster & president of Wild Card Roasters. "Our ongoing expansion isn't limited to offering new coffees and teas – I am constantly perfecting the current line, as well as exploring different roasting applications for future blends and single origins."

ABOUT WEAVER'S COFFEE & TEA

Based in Emeryville, CA, Weaver's Coffee & Tea is a wholly owned, proprietary brand of the privately held, California-based, Wild Card Roasters, LLC. The Weaver's brand bears the name of their Master Roaster and President of Coffee and Tea. John Weaver, who began roasting coffee in 1980 where he apprenticed 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. After nearly three decades as master roaster, Weaver left Peet's Coffee to start Wild Card Roasters with Michael Brown and Bryce Inouye. Weaver's fresh, hand-roasted artisan coffees and hand-selected teas are available through specialty grocery and gourmet food stores throughout the United States as well as their website (www.weaverscoffee.com) and toll free phone number (800) 328-1178.

For wholesale inquiries including Office Coffee and Food Service, please visit www.wildcardroasters.com.

For any questions or product inquiries, please contact: Michael Brown at (800) 328-1178. Email: michael@wildcardroasters.com

Product images are available upon request.

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