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For Immediate Release

**DUNN BROS COFFEE INTRODUCES A FUNDRAISING PROGRAM THAT
ACTUALLY DOES ADD UP TO BEANS**

Community Giving Program combines coffee and technology to benefit local and national organizations

Minneapolis, MN (October 27, 2008) – The union between technology and coffee has given way to a ground breaking program that allows individuals to support local and national organizations simply by enjoying coffee at local Dunn Bros Coffee locations. Dunn Bros Coffee has created a program unlike anything in the coffee industry that combines eCard technology with a superior coffee product to generate funds for organizations that may be suffering under harsh economic pressures. The Dunn Bros Coffee Community Giving Program is a way for individuals who are part of an organization to consume coffee products and simultaneously benefit that organization financially- something that few people would argue with.

Not only will this innovative program aid small community organizations, but larger non-profit organizations have the opportunity to earn substantial funds from this as well. Through the use of this technology, participating organizations will earn 10% on all coffee and beverage purchases made by their supporters.

Many companies have been working diligently to separate themselves from their competition and grow sales even in a declining economic environment. Since each Dunn Bros Coffee location is independently owned, the participating store owners will be donating the money generated by sales of an organization's members at each location. "Not only does this reflect a significant financial investment by Dunn Bros Coffee store owners in the many communities they serve," says Chris Eilers, President of Dunn Bros Coffee, "it is a way to build partnerships with local and national organizations and offer a superior product that gives much more than just a caffeine boost."

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Applications for the Dunn Bros Coffee Community Giving Program are now being accepted with the program launch taking place in mid-November. It is free to participate and gives consumers the perfect reason to continue to enjoy coffee beverages and beans while benefitting the organizations that are meaningful in their lives. There has been a major shift toward conscious consumerism and this giving program epitomizes that way of thinking. For more information regarding the Dunn Bros Coffee Community Giving Program or to download an application visit www.dunnbros.com/fundraising.asp.

About Dunn Bros Coffee

Founded in 1987, Dunn Bros Coffee has successfully proven to its guests and competitors why fresh-roasted coffee is the ideal. This award-winning coffee franchise has over 90 locations across the nation and was founded on the principle that daily coffee roasting delivers more flavorful coffee and the freshest coffee beans. For more information, visit www.dunnbros.com

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