

MEDIA CONTACTS:

Mark Christenson
Dunn Bros Coffee Franchising, Inc.
612.877.3614
mchristenson@dunnbros.com

Lindsay Vergin
Dunn Bros Coffee
612.877.3621
lvergin@dunnbros.com

Dunn Bros Coffee to Take Customer on Coffee Tour in Costa Rica

Specialty coffeehouse offers customers a chance to win the ultimate coffee experience during October Sweepstakes

Minneapolis, MN (September 21, 2009) – For more than 20 years, Dunn Bros Coffee has been bringing the world's finest coffees to customers around the country. Now, they're going to do it the other way around. They're bringing the customers to the coffee.

Dunn Bros is offering two coffee consumers the chance for an all-expense paid trip with Dunn Bros staff and franchisees to coffee farms and production facilities in Costa Rica. It's a once-in-a-lifetime chance for coffee lovers to experience the culture, passion and pride that goes into the coffees served in Dunn Bros Coffee shops around the country.

The tour is what Dunn Bros Coffee calls a "trip to origin." A handful of local shop owners make the journey each year, to see for themselves the process of growing, harvesting and processing the coffees they serve every day. These trips are an important part of the deep coffee knowledge that is foundational to the Dunn Bros Coffee brand.

"Because we roast our coffees right in our stores every day, our shop owners and their baristas and roasters are expected to have a depth of coffee knowledge that you won't find at most other coffee houses." said Mark Christenson, the vice president of marketing for Dunn Bros Coffee. "Engaging our customers to also want to learn more about the coffees they love is important to us."

And it isn't just about the beans. Making a personal connection between customers, franchisees and farmers helps everyone see that the highest quality coffee comes from building sustainable relationships.

"Creating connections between customers, franchisees and our farming partners is critical for our long term success" said Dunn Bros Coffee CEO, Chris Eilers. "Connecting small business owners from the US with small business owners in origin countries can be very powerful. Each gains a deeper understanding of how they rely on the other for their livelihood. This is one of the reasons we are so passionate about quality and ensuring that the farmers who deliver are compensated fairly for their effort."

About the Costa Rica Ultimate Coffee Tour Sweepstakes

Each time a Dunn Bros Coffee RoastmasterRewards loyalty card member swipes their card at a Dunn Bros Coffee shop between October 1-31, 2009 they will be automatically entered into the sweepstakes. The more a guest uses their RoastmasterRewards card, the more chances they will have to win. Paper entry forms will also be provided for

those not wishing to make a purchase. The Sweepstakes is open to legal residents of Minnesota, Wisconsin, South Dakota, North Dakota, Nebraska, Kansas, Missouri, Tennessee and Texas who are 18 years or older. The Grand Prize winner will be announced in late November and will receive a trip for two to Costa Rica with Dunn Bros Coffee Franchise office staff and local franchise owners in early 2010. For more information and details about the Dunn Bros Coffee Costa Rica Ultimate Coffee Tour Sweepstakes visit www.dunnbros.com/sweepstakes.asp

About Dunn Bros Coffee

Since 1987, Dunn Bros Coffee has successfully proven to its guests and competitors why selecting the finest coffees and fresh-roasting them daily in local shops, delivers the freshest, best-tasting coffee you can buy. This award-winning coffee franchise with nearly 100 locations across the nation was founded on the principle that premium coffee customers deserve an authentic coffeehouse experience. With brand attributes like local ownership, daily on-site coffee roasting, handmade specialty beverages, direct trade alliances and sustainable community fundraising programs, Dunn Bros Coffee offers a unique franchise opportunity within the coffeehouse category. For more information, visit www.dunnbros.com