

NEWS RELEASE

FOR IMMEDIATE RELEASE
November 9, 2009



FOR MORE INFORMATION CONTACT:

Susan Eustice – The Salvation Army
Susan_eustice@usc.salvationarmy.org
402.898.5908

Tom Townsend – Scooter's Coffeehouse
Tom.townsend@scooterscoffee.com
402.614.1723



Scooter's Coffeehouse Announces The Giving Blend Partnership With The Salvation Army

OMAHA, Nebraska—Scooter's Coffeehouse announces a holiday program and partnership with The Salvation Army. During the weeks of Nov. 16-Dec. 24, 2009, Scooter's Coffeehouse in cooperation with its franchise stores, will donate \$2 for every pound of a newly created Giving Blend coffee sold, to the local Salvation Army. The coffee, named The Giving Blend, can be found exclusively at participating Scooter's Coffeehouses, and online at www.scooterscoffeehouse.com.

"The Giving Blend will surely become a hit with our customers who enjoy our great coffees," said President and CEO of Scooter's Coffeehouse, Tom Townsend. Created by Scooter's Coffeehouse Roast Master, The Giving blend is described as: "A deep, rich chocolate flavor with subtle nutty undertones, and a complex, yet smooth, finish."

Proceeds from the Giving Blend partnership will help support The Salvation Army's 2009 Red Kettle Campaign. The campaign, which funds more than 20 social services programs, helps more than 150,000 local people every year. "Scooter's Coffeehouse really exemplifies what the Season of Giving is all about—helping others who are less fortunate," said Susan Eustice, divisional director of public relations.

"The Salvation Army was a natural choice for our charity because of their direct ties to local communities where we work and live," Townsend said. "In developing this program, we are giving our customers a chance to participate in a great program that has a direct impact in their communities."

Scooter's Coffeehouses are located in nine states and have a total of 83 locations. For more information on the Giving Blend or Scooter's Coffeehouses please contact Tom Townsend, CEO of Scooter's Coffeehouse at Tom.Townsend@Scooterscoffee.com or call (402) 614-1723. If you would like more information regarding The Salvation Army or any of its programs contact Susan Eustice at Susan_Eustice@usc.salvationarmy.org or call (402) 898-5908.



GIVING BLEND

A deep, rich chocolate flavor with subtle nutty undertones. Complex, yet smooth finish.