

PRESS RELEASE

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SURF CITY COFFEE CO. GIVES SURF CONTEST FUNDS TO APTOS HIGH SURF TEAM

Ocean-loving coffee roasters match profits from O'Neill Cold Water Classic 100%

APTOS, Calif. – October 25, 2007 – Surf City Coffee Company, Inc., headquartered in Aptos, California, has donated all profits earned at the O'Neill Cold Water Classic surf competition to the Aptos High School co-ed varsity surfing team.

The company's signature tiki-bar, a familiar site at surfing and community events, was on hand at the O'Neill Cold Water Classic October 11-14, serving coffee and pastries to the crowd. The Cold Water Classic is the longest running surfing contest in Northern California, held each year at Steamer Lane in Santa Cruz.

Surf City Coffee Co. raised \$200 at the event, and matched it for a donation of \$400. Fittingly, Surf City vice president Jeff Frady presented a check to the Aptos High team at Manresa Beach on October 24, just before the team paddled out to practice.

"We are very dedicated to our community, and we think it is important to encourage young athletes," said Frady. "Our company is privileged to be able to lend a hand to youth organizations, whether through our fundraising programs or donations." The company supports many other local youth sports teams, and generously provides free brewed coffee for functions at surrounding schools. Surf City Coffee Co. also runs a fundraising program that helps student groups raise money themselves.

Surf City Coffee Co. stores are located in Aptos, Scotts Valley, and Moss Landing, California, while its warehouse and roastery are in Santa Cruz. The company hand roasts all of its specialty coffee blends in small batches of 20-55 pounds, using the finest quality Arabica coffee beans available.

For more information about Surf City Coffee Co., please visit www.surfcitycoffee.com or call 888.773.3833.

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About Surf City Coffee Company, Inc.

Surf City Coffee Company, Inc., is a micro-roaster of fair-trade certified; organic coffee based in Santa Cruz County, California, one of the surfing capitals of the world. Surf City Coffee Co. was founded in 1991 with the goal of creating an oasis for local coffee lovers. Inspired by the surfing culture of Santa Cruz, the company embraces the relaxed lifestyle of the beach while valuing superior hand-roasted coffees, efficient service, and community contribution. Surf City Coffee Co. has three retail locations – in Aptos, Scotts Valley, and Moss Landing, California – and wholesale distribution statewide. For more information, please visit www.surfcitycoffee.com or call 888.773.3833.