

PRESS RELEASE

FOR IMMEDIATE RELEASE

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SURF CITY COFFEE CO. ADDS RALEY'S AS NEWEST DISTRIBUTION PARTNER

Micro-roasted coffee will be sold at Northern California Raley's, Bel Air Markets & Nob Hill Foods stores

SANTA CRUZ, Calif. – November 15, 2007 – Surf City Coffee Co., based in Santa Cruz County, California, is proud to announce Raley's as its latest distribution partner. Effective November 18, 2007, Surf City Coffee Co.'s micro-roasted, 100% Arabica coffees will be available at 71 Northern California Raley's, Bel Air Markets and Nob Hill Foods locations.

"We're thrilled that Surf City Coffee will now be sold at Raley's and its affiliated stores, and we know customers will be too," said Jeff Frady, vice president of Surf City Coffee Co. "Our coffee is the freshest you can buy." Customers will be able to find Surf City Coffee on colorful, stand-alone displays within each store.

Through 14 years of growth, Surf City Coffee Co. has remained committed to micro-roasting, believing strongly that the best coffee cannot be mass produced. Surf City Coffee Co. selects the finest Arabica coffee beans to create its unique blends, and roasts them in small batches of 20 to 55 lbs. Its 40+ blends are all hand roasted by master roasters at the Surf City Coffee Co. warehouse and roastery in Santa Cruz.

Raley's is a privately-owned supermarket chain with headquarters in West Sacramento, California. The founder, Tom Raley, opened his first store in Placerville, California, in 1935. The company is comprised of four chains—Raley's, Bel Air Markets, Nob Hill Foods, and Food Source—located in Northern California and Nevada. To find a store near you, use the store locator available at www.raleys.com.

Some of Surf City Coffee Co.'s other major distribution partners include Safeway, Bristol Farms (an Albertsons affiliate), and Whole Foods Market. Surf City Coffee is also sold at local markets throughout the Central Coast, as well as online at www.surfcitycoffee.com and at the company's three retail stores located in Aptos, Scotts Valley, and Moss Landing, California.

Surf City Coffee Co. takes pride in providing the best coffee while helping to care for its community, the planet, and its coffee-growing partners worldwide. For more information about Surf City Coffee Co., please visit www.surfcitycoffee.com or call 888.773.3833 (888.SRF.DUDE).

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About Surf City Coffee Company, Inc.

Surf City Coffee Company 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 1993 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 (888.SRF.DUDE).