



MEDIA RELEASE

For Immediate Release

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CRIMSON CUP COFFEEHOUSE TARGETED IN A STRING OF COFFEE SHOP ROBBERIES

(COLUMBUS, OHIO | 11/10/2008) - On Friday, November 7, a Crimson Cup Coffeehouse employee was robbed at gun point by a masked man. The incident occurred around 5 AM when the employee was opening the shop for business. Steve Bayless, General Manager of Crimson Cup Coffeehouse had this to say, " Naturally, this type of event has made us anxious, but we're glad none of our employees were hurt. We are currently looking into additional security measures to ensure the safety of our staff."

This is the fourth robbery in a string of coffeehouse robberies. On October 28, Starbucks on Fishinger Road was robbed. This week a Cup O' Joe location and a Caribou Coffee location were robbed. Police believe the same suspect is involved in all of these occurrences.

About Crimson Cup® Coffee & Tea

Since 1991, Crimson Cup® Coffee & Tea has roasted and packaged The World's Best Coffee in Columbus, Ohio and taught business owners how to be successful in specialty coffee.

Crimson Cup is building a community of coffee houses where the owner/operator practices the company's coffee business curriculum while having a passion for serving their respective communities. In September 2007, Crimson Cup opened its very first retail store, located in the north Columbus community of Clintonville. It joins over 80 Crimson Cup Community retailers across the country, including more than a dozen stores in Central Ohio.