



MEDIA RELEASE

For Immediate Release

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CRIMSONCUP COFFEE & TEA LAUNCHES BLOG

(COLUMBUS, OHIO | 10/08/2008) — CrimsonCup[®], a specialty coffee roaster and business consultant is pleased to announce the launch of their first blog: <http://crimsoncup.wordpress.com/>. By starting the blog, CrimsonCup hopes to increase their coffee & community fan base by making customers and consumers aware of the daily events that take place at their headquarters in Columbus, Ohio. “ When people visit our headquarters they are amazed and excited about our business. We decided to start a blog, so we can showcase our talented employees, and so we can educate people about the coffee industry ”, explains Marketing Director, Brooke Christman.

For more information, or to read CrimsonCup’s blog visit <http://crimsoncup.wordpress.com/>.

About CrimsonCup[®] Coffee & Tea

Since 1991, CrimsonCup[®] 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.

CrimsonCup 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, CrimsonCup opened its very first retail store, located in the north Columbus community of Clintonville. It joins over 80 CrimsonCup Community retailers across the country, including more than a dozen stores in Central Ohio.

For more information about CrimsonCup visit www.crimsoncup.com or <http://crimsoncup.wordpress.com>