



James C. Cannell Coffees, Inc.

"Coffee is my Love, Organic is my Passion"[™]

NEWS RELEASE

For Immediate Release

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Marketing**

Jim's Organic Coffee

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These Beans Bring Hope ... and Results –

Jim's Organic Coffee Introduces the "Water for Life" Blend to Support WaterAid's Mission!

Wareham, Massachusetts (June 6, 2005) Jim's Organic Coffee and WaterAid have teamed up to bring you an outrageously delicious, philanthropic, *great cup of Joe!* The new **Water for Life Blend** is a lively tasting, medium/dark blend of Ugandan and Ethiopian whole beans that gives back money to improve the quality of life in some of the poorest communities in Africa through low cost, sustainable, clean water projects. Jim's Organic Coffee's pledge of 25 cents per pound will be donated specifically to Uganda and Ethiopia – two important sources of beans and key ingredients in the Water for Life Blend. The promotion includes both the 12 oz package (SRP \$8.99) and bulk purchase. According to Jim Cannell, President of Jim's Organic Coffee, "We are excited to be working with WaterAid on this project. A small amount of money makes a HUGE difference in these countries and, by focusing on water; we get to the basics of providing solutions to health needs. For under \$100, a well can be built to provide an entire village with clean water. These are lasting improvements that we are happy to be a part of." In Uganda, technologies include hand-dug wells, springs and rainwater harvesting. In addition, WaterAid's trained district health workers promote hygiene. In Ethiopia, technologies include sanitation training and spring-fed gravity wells. Adds Jim, "We believe clean water produces a lifetime of health and, when poured at boiling point over our freshly ground coffee beans, really enjoyable coffee!"

WaterAid (www.wateraid.org) is an international non-government organization dedicated exclusively to the provision of safe domestic water, sanitation and hygiene education to the world's poorest people specifically in Asia and Africa. The charity, established in 1981, helps over 500,000 people every year and seeks to influence water and sanitation policies at a wider, global scale.

Jim's Organic Coffee is a leader in the coffee industry providing a wide selection of slow, hand-roasted, certified organically grown coffees from around the world. With over 35 varieties to choose from, the company ensures its effort to support farmers with fair wages, support the ecosystem by buying shade grown coffee which provides vital bird habitat and support organic agriculture which sustains vital ecosystems. Jim's fine coffees are available at health food stores, markets, fine restaurants, bakeries and through the website at www.jimsorganiccoffee.com.

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Jim Cannell invites you to coffee and some conversation by calling 800.999.9218.

Full size samples are available to the press upon request.