



## **Green Mountain Coffee Roasters, Inc. Announces Appointment of Linda Kazanova as Vice President and Chief Human Resources Officer**

WATERBURY, Vt.--(BUSINESS WIRE)-- Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR), a leader in specialty coffee and coffee makers, announced today the appointment of Linda Kazanova as Vice President and Chief Human Resources Officer effective Thursday, February 17, 2011.

Ms. Kazanova brings fifteen years of experience in the consumer packaged goods industry and ten years of experience leading human resources in publicly traded companies. Most recently she was the Vice President of Human Resources and Medical for Burlington Northern Santa Fe Corporation. Her previous experience includes leading human resources for Bell & Howell Company, and positions of progressive responsibility with Kraft Foods Inc. and Information Resources, Inc.

Ms. Kazanova holds a Ph.D. in Psychology from Northwestern and both Bachelors and Masters degrees from the University of Delaware.

### **NASDAQ Notice**

Pursuant to the terms of employment with Ms. Kazanova, GMCR awarded an inducement grant to Ms. Kazanova of a non-qualified option to purchase 30,000 shares of GMCR common stock. The option award was granted without stockholder approval pursuant to NASDAQ Market Place Rule 5635(c)(4) and was approved by GMCR's Compensation and Organizational Development Committee. The stock options will vest at a rate of 25% on each of the first four anniversaries of the date of grant and will have an exercise price equal to the closing price of GMCR common stock on February 17, 2011. The terms of these options are consistent with options granted under the Amended and Restated Green Mountain Coffee Roasters, Inc. 2006 Incentive Plan.

### **About Green Mountain Coffee Roasters, Inc.**

As a leader in specialty coffee and coffee makers, Green Mountain Coffee Roasters, Inc. is recognized for its award-winning coffees, innovative brewing technology, and socially responsible business practices. GMCR's operations are managed through three business units. The Keurig business unit is comprised of Keurig, Incorporated, a wholly owned subsidiary of GMCR. Keurig is a pioneer and leading manufacturer of gourmet single-cup brewing systems for both at-home and away-from home use, predominantly in North America. The Specialty Coffee business unit produces, markets and sells coffee, tea, hot cocoa and other beverages in a variety of packaging formats, including K-Cup® portion packs for Keurig Single-Cup Brewers. The Canadian business unit produces, markets and sells coffees in K-Cup portion packs and other packaging formats and is responsible for managing the Van Houtte business as well as the grocery channel for all GMCR coffee brand sales in Canada. GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in sustainably-grown coffee, and allocating at least five percent of its pre-tax profits to socially and environmentally responsible initiatives.

GMCR routinely posts information that may be of importance to investors in the Investor Relations section of its website, including news releases and its complete financial statements, as filed with the SEC. GMCR encourages investors to consult this section of its website regularly for important information and news. Additionally, by subscribing to GMCR's [automatic email news release delivery](#), individuals can receive news directly from GMCR as it is released.

### **Forward-looking statements**

Certain statements contained herein are not based on historical fact and are "forward-looking statements" within the meaning of the applicable securities laws and regulations. Generally, these statements can be identified by the use of words such as "anticipate," "believe," "could," "estimate," "expect," "feel," "forecast," "intend," "may," "plan," "potential," "project," "should," "would," and similar expressions intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. Owing to the uncertainties inherent in forward-looking statements, actual results could differ materially from those stated here. Factors that could cause actual results to differ materially from those in the forward-looking statements include, but are not limited to, the impact on sales and profitability of consumer sentiment in this difficult economic environment, the Company's success in efficiently expanding operations and capacity to meet growth, the Company's success in efficiently and effectively integrating the Company's acquisitions, the Company's success in introducing and producing new product offerings, the ability of lenders to honor their commitments under the Company's credit facility, competition and other business conditions in the coffee industry and food industry in general, fluctuations in availability and cost of high-quality green coffee, any other increases in costs including fuel, Keurig's ability to continue to grow and build profits with its roaster partners

in the At Home and Away from Home businesses, the Company experiencing product liability, product recall and higher than anticipated rates of warranty expense or sales returns associated with a product quality or safety issue, the impact of the loss of major customers for the Company or reduction in the volume of purchases by major customers, delays in the timing of adding new locations with existing customers, the Company's level of success in continuing to attract new customers, sales mix variances, weather and special or unusual events, the impact of the inquiry initiated by the SEC and any related litigation or additional governmental investigative or enforcement proceedings, as well as other risks described more fully in the Company's filings with the SEC. Forward-looking statements reflect management's analysis as of the date of this release. The Company does not undertake to revise these statements to reflect subsequent developments, other than in its regular, quarterly earnings releases.

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