



The Boston Globe Names Keurig, Incorporated Among the Top Ten Places to Work in 2011 For the Second Consecutive Year

READING, Mass.--(BUSINESS WIRE)-- Keurig®, Incorporated, a wholly-owned subsidiary of Green Mountain Coffee Roasters, Inc. (GMCR) (NASDAQ:GMCR) has been named one of the Top Places to Work in Massachusetts in the fourth annual employee-based survey from *The Boston Globe*. Keurig was ranked seventh in the midsize employer category, maintaining 'top ten' status for the second consecutive year, next to other innovative companies such as Google and The Children's Hospital. *The Top Places to Work 2011* magazine will be published in the Sunday Globe on November 6. Online access to the report can be found at www.boston.com/topworkplaces.

"Keurig understands the significance of employing top talent that is passionate about their work, their colleagues and their communities," said Michelle Stacy, President of Keurig.

"This honor, for the second year in a row, is particularly rewarding because it is based on feedback from our own people, who are an integral part of what makes our company so successful. By creating opportunities for our employees to learn, grow, and develop themselves and their careers, Keurig fosters talent that grows both personally and professionally. The passionate and collaborative workplace culture that we as a company strive to cultivate is what continues to allow us to share in our successes as individuals and together as a great place to work," Stacy continued.

"Since its inception, Green Mountain Coffee Roasters, Inc. has been committed to fostering talented and successful employees and we're pleased to see our Keurig subsidiary recognized by The Boston Globe as a Top Place to Work for a second straight year," said Lawrence J. Blanford, President and CEO of GMCR.

The *Top Places to Work* recognizes the most progressive companies in the state, based on employee opinions about company leadership, compensation and training, diversity/inclusion, career development, family-friendly flexibility, and values and ethics. Private companies and nonprofits, as well as publicly-held businesses, were included in the analysis.

GMCR and its business units, including Keurig, support local and global communities by offsetting 100% of its greenhouse gas emissions, investing in sustainably grown coffee, and allocating at least five percent of its pre-tax profits to social and environmental projects. GMCR and its business units give back through donations, employee volunteerism, and local as well as national grants. Through its "CAFE Time" or "Community Action for Employees" programs, GMCR encourages its employees to volunteer up to 52 hours annually of company-paid service to give back to local organizations and communities. These efforts are undertaken in support of GMCR's purpose statement: To create the ultimate coffee experience in every life we touch, from tree to cup — transforming the way the world views business.

To qualify for the *Boston Globe's Top Places to Work*, a company must have more than 100 employees in Massachusetts. Rankings were composite scores calculated purely on the basis of employee responses.

About Keurig, Incorporated® and Green Mountain Coffee Roasters, Inc. (NASDAQ:GMCR)

Keurig, Incorporated, a wholly-owned subsidiary of Green Mountain Coffee Roasters, Inc., is a pioneer and leading manufacturer of single-cup brewing systems. Keurig's proprietary brewing system combines a pressurized hot water brewer with multiple varieties of K-Cup® portion packs, which feature a patented design that preserves the freshness of gourmet coffee and tea. Through licensing agreements, Keurig offers more than 200 varieties of premium branded coffees and teas in K-Cups. More than 3 billion cups of Keurig Brewed® coffee and tea have been enjoyed since 1998. For more information, please visit www.keurig.com or call 888-CUP-BREW.

As a leader in specialty coffee and coffee makers, Green Mountain Coffee Roasters, Inc. is recognized for its award-winning coffees, innovative Keurig® Single Cup brewing technology, and socially responsible business practices. GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in sustainably-grown coffee, and donating at least five percent of its pre-tax profits to social and environmental projects.

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. The Company encourages investors to consult this section of its website regularly for important information and news. Additionally, by subscribing to the Company's [automatic email news release delivery](#), individuals can receive news directly from GMCR as it is released.

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