June 4, 2012

Green Mountain Coffee Roasters, Inc. to Present at Piper Jaffray 32nd Annual Consumer Conference

WATERBURY, Vt.--(BUSINESS WIRE)-- Green Mountain Coffee Roasters, Inc. (GMCR) (NASDAQ: GMCR) today announced that it is scheduled to present at the Piper Jaffray 32nd Annual Consumer Conference at 1:50 p.m. Eastern Time on Wednesday, June 6, 2012.

GMCR's "Fireside Chat" format presentation will be webcast live via a link from the events portion of the Investor Relations section of the Company's website: http://investor.gmcr.com/events.cfm. The webcast also will be archived and available for replay for 30 days.

About Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR)

As a leader in specialty coffee and coffee makers, Green Mountain Coffee Roasters, Inc. (GMCR) (NASDAQ: GMCR), 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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