



Keurig Advances Accessories Strategy through New Affiliation with Ignite

Keurig® and Ignite Align in the Launch of the Keurig™ Stainless Steel Travel Mug with Contigo® AUTOSEAL® Technology

Reading, MA. (July 5, 2012) - Keurig, a business unit of Green Mountain Coffee Roasters, Inc., (GMCR) (NASDAQ: GMCR), a leader in specialty coffee and coffee makers, today announces a strategic alliance with Ignite USA, LCC, for the launch of the Keurig™ Stainless Steel Travel Mug. Ignite is a company specializing in innovative beverage ware aimed at delivering superior on-the-go beverage solutions for active people.

The success of the Keurig® Single Cup Brewing system has been driven by choice, quality and convenience - choice of high quality brand and beverage varieties alongside of brewer features and models at the cutting edge of technology providing delicious beverages at the touch of a button. In developing the initial product offering with Ignite, Keurig reinforces the technology portfolio of Ignite's flagship Contigo® brand. With the introduction of the Keurig™ Stainless Steel Travel Mug with Contigo® AUTOSEAL® technology, Keurig has expanded that choice even further, giving consumers a new travel mug option with state-of-the-art features and functionality.

The new travel mug will be available beginning in September at fine retailers and Keurig's main e-commerce website, www.keurig.com, for a suggested retail price of \$24.99.

The first in a series of beverage ware developments with Ignite, the Keurig™ Stainless Steel Travel Mug, features Ignite's patented Contigo® AUTOSEAL® technology and delivers the following consumer benefits:

- Leak- and spill-proof; automatically seals between sips
- Convenient one-hand operation for active lifestyles
- Vacuum-insulated to keep beverages hot for 4 hours and cold for 12 hours
- Double wall stainless steel construction
- Fits under all Keurig® Reservoir Brewers

With this new offering, Keurig® users can indulge in Keurig Brewed™ beverages both at home and on the go, simplifying beverage consumption for mobile consumers.

"The Keurig™ Stainless Steel Travel Mug with the Contigo® AUTOSEAL® technology coupled with Keurig's extensive offering of Keurig Brewed™ beverages for the Keurig® Single Cup Brewing system further solidifies our commitment to innovation through delivering state-of-the-art products - be it brewers, beverages or accessories," explained Dwight Brown, VP of At Home Marketing at Keurig, Incorporated. "Achieving a balance between industry leading technology and simplicity, the alliance between Keurig® and Ignite further affirms the Keurig® vision for a product offering focused on quality, choice and convenience to our consumers."

"Keurig®'s innovative single-cup brewing technology coupled with Ignite's advanced approach to beverage ware is quite the match made in brewing given that we are both leaders in closely related categories," noted Sami Elsaden, President & CEO of Ignite USA, LLC, the Contigo® brand's parent company. "We are proud to announce our collaboration with Keurig® Single Cup Brewing systems and look forward to unveiling additional innovations that help quench the thirst for innovation as our journey with Keurig continues."

Additional Resources

- *Keurig Website:* www.keurig.com
- *GMCR Website:* www.gmcr.com
- For more information on GMCR's environmental journey, visit www.brewingabetterworld.com.
- *Contigo Website:* www.gocontigo.com

About Green Mountain Coffee Roasters, Inc.

As a leader in specialty coffee and coffee makers, Green Mountain Coffee Roasters, Inc. (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 percent 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.

About Ignite USA, LLC and Contigo® Brand

Contigo® is a brand of Ignite USA, LLC, a company with a passion for great products. The Contigo® brand appeals to discerning consumers who seek solutions to the challenges of their active lifestyles. Many Contigo® travel mugs and hydration bottles feature the revolutionary AUTOSEAL® patented technology that automatically seals between sips. These products - travel mugs, hydration bottles and kids' mugs - protect against leaks and spills with superior insulation properties. The perfect combination of performance and grace. Contigo goes with you. For more information, visit www.gocontigo.com.

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 difficulty in forecasting sales and production levels, the degree to which there are changes in 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 ability to maximize or successfully assert our intellectual property rights, the Company's success in introducing and producing new product offerings, the Company's dependence on external capital, including 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, the Company's ability to continue to grow and build profits in the At Home and Away from Home businesses, the Company's ability to attract and retain senior management, the continued availability of a consistent supply of parts for our brewers, and the brewers themselves, 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 extent to which the data security of the Company's websites may be compromised, 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 Annual Report on Form 10-K for fiscal year 2011 and other 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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