



## Peet's Coffee & Tea, Inc. to Report Its First Quarter Results on April 28, 2009

EMERYVILLE, Calif., April 20, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Peet's Coffee & Tea, Inc. (Nasdaq: PEET), the premier specialty coffee and tea company in the U.S., today announced that it will release its first quarter results on Tuesday, April 28, 2009, at 1:00 p.m. PT/4:00 p.m. ET.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070606/AQW139LOGO>)

Following the release via the wire services, the company will host a conference call beginning at 2:00 p.m. PT/5:00 p.m. ET, which can be accessed by calling 1-877-545-1489. The call will be simultaneously webcast on Peet's Web site at [www.peets.com](http://www.peets.com).

A replay of the teleconference will be available from 5:00 p.m. PT/8:00 p.m. ET through 8:59 p.m. PT/11:59 p.m. ET on May 5, 2009, at 1-888-203-1112 or 1-719-457-0820, using access code 5341574. It will also be archived at <http://investor.peets.com/medialist.cfm> through April 28, 2010, at 8:59 p.m. PT/11:59 ET.

About Peet's Coffee & Tea, Inc.

Peet's Coffee & Tea, Inc., (PEET), is the premier specialty coffee and tea company in the United States. Peet's buys the highest quality beans in the world, artisan roasts every bean by hand to order, and delivers all of its coffee quickly for superior freshness no matter where it is sold. Founded in 1966 in Berkeley, Calif. by Alfred Peet, who is widely recognized as the grandfather of specialty coffee in the U.S., Peet's has a rapidly growing, passionate customer following that seeks out Peet's coffees wherever they go. Peet's is committed to strategically growing its business through many channels without compromising the extraordinary quality of its coffee. For more information about Peet's Coffee & Tea, Inc. visit [www.peets.com](http://www.peets.com).

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