



## Peet's Coffee & Tea, Inc. to Report Its Third Quarter Results on October 27, 2009

EMERYVILLE, Calif., Oct 21, 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 third quarter results on Tuesday, October 27, 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 1-877-397-0272. 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 on October 27, 2009 through 8:59 p.m. PT/11:59 p.m. ET on November 3, 2009, at 1-888-203-1112 or 1-719-457-0820, using access code 7832405. It will also be archived at <http://investor.peets.com/medialist.cfm> through October 27, 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. Founded in 1966 in Berkeley, California by Alfred Peet, an early tea authority who became widely recognized as the grandfather of specialty coffee in the U.S., Peet's offers superior quality coffees and teas in multiple forms, by sourcing the best quality coffee beans and tea leaves in the world, adhering to strict high quality and taste standards, and controlling product quality through its unique direct store delivery selling and merchandising system. Peet's is committed to strategically growing its business through many channels while maintaining the extraordinary quality of its coffees and teas. For more information about Peet's Coffee & Tea, Inc. visit [www.peets.com](http://www.peets.com).

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