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Breville and Keurig Announce Single-Cup Brewer Partnership

Breville to Launch Single Serve Brewer with Keurig Technology in 2007

LOS ANGELES (March 11, 2007) – Breville, the award-winning countertop appliance company, and Keurig Incorporated, a leader in gourmet single-cup brewing, announced today at the International Home and Housewares Show, a partnership to develop Breville's first single-serve gourmet home brewer, using Keurig's patented technology. Housewares Show attendees can visit Breville at booth L12526 to learn more about the new product and register to win an entire Breville kitchen!

"Coffee makers comprise the largest segment of the small kitchen appliance category, and Keurig is the gold standard in single-cup coffee," said Scott Brady, general manager of international business. "As Breville expands its product offerings for home chefs, we are proud to partner with such an esteemed brand."

"Breville products blend practical innovations with sleek, modern designs ideal for today's contemporary kitchen," said Nick Lazaris, president of Keurig. "We have no doubt this new single-serve brewer will bring an unparalleled gourmet coffee experience into our customer's homes."

Under the terms of the agreement, Breville will develop a single-serve brewer using Keurig's patented technology that offers optimal brewing through a pressurized system that delivers the proper amount, temperature and pressure of water to ensure perfect coffee extraction every time, resulting in a better tasting cup of coffee, tea or hot cocoa.

The Breville machine will use Keurig K-Cups, portioned packets of freshly roasted and ground coffee that will stay fresh for up to nine months. Each K-Cup contains a special filter and the exact amount of freshly ground coffee needed to brew a single cup in less than 60 seconds. Unlike other single-serve machines that require users to purchase

their own brand of “pods,” the Breville machine will give users the flexibility to choose between Keurig’s 150+ varieties of coffee, tea and hot cocoa K-Cups. Currently, Keurig offers K-Cups from Green Mountain Coffee Roasters, Diedrich, Gloria Jean’s, Timothy’s, Van Houtte, Celestial Seasonings, Bigelow, Twinings, Tully’s and Caribou Coffee.

The Breville-Keurig single-serve brewer will also feature the following:

- Stainless steel body and water tank wrap
- Diecast handle
- 64 oz. backlit water reservoir
- My-Grind adapter
- 4 brew sizes (small, regular, large and extra large)

Expected to launch in Q4 2007, the Breville Brewer will be available at preferred retailers including Williams-Sonoma and through the Breville online store at www.brevilleusa.com.

About Breville:

Breville was founded in 1932 in Sydney, Australia and has become a worldwide leader in home appliances. With over 90 patents registered globally, Breville manufactures more than 220 products worldwide. Breville has received worldwide design recognition from the New York Housewares Design Awards to the Australian Engineering Awards, and a recent German GUT number 1 rating. Among its innovations include the world’s first scissor action sandwich press, the world’s first indoor health grill, the world’s first juicer that juices the whole fruit, and the world’s first active arm citrus press. In the United States, Breville is sold at specialty and department stores. Additional information about Breville and its awards winning products can be found at www.brevilleusa.com.

About Keurig:

Keurig, Incorporated, a wholly-owned subsidiary of Green Mountain Coffee Roasters, 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-Cups, which feature a patented design that preserves the freshness of gourmet coffee and tea. Through licensing agreements, Keurig offers more than 150 varieties of premium branded coffees, teas and hot cocoa in K-Cups. More than 1 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.

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