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**JOFFREY'S NAMED OFFICIAL SPECIALTY COFFEE OF
WALT DISNEY WORLD RESORT, DISNEYLAND RESORT AND DISNEY VACATION CLUB**

TAMPA, Fla. (February 21, 2013) -- Joffrey's Coffee & Tea Co. and Disney have entered into a long-term strategic alliance that makes Joffrey's the official specialty coffee of *Walt Disney World*® Resort, *Disneyland*® Resort and Disney Vacation Club properties. Through this agreement, Joffrey's becomes the first Disney Corporate Alliance sponsor in the category of specialty coffee and will have expanded presence at select Disney dining locations and resort hotels.

"Like Disney, we are committed to high quality and memorable customer experiences," said Joffrey's CEO Ted Abrams. "We are thrilled to extend our connection with Disney in a way that exemplifies our shared values of innovation and excellent service. Our alliance is definitely a source of pride for the entire Joffrey's Team."

Guests at the *Walt Disney World* Resort are already familiar with Joffrey's. The company has been operating specialty coffee kiosks throughout the property since 1995. In addition to their kiosks, Joffrey's supplies the espresso and specialty coffee blends for the Fine/Signature dining restaurants at both the *Walt Disney World* Resort and *Disneyland* Resort. With the new alliance, Joffrey's will develop unique coffee blends just for Disney guests that will be available at additional locations at *Walt Disney World* Resort, *Disneyland* Resort, and Disney Vacation Club properties, including quick service restaurants and in-room coffee service for guests at select hotels.

"We are thrilled to be creating unique coffee blends exclusively for Disney guests," said Chris de Mezzo, Joffrey's Roastmaster and COO. "After all, a Disney vacation is like none other, so the coffee that Disney guests drink should be like none other, as well."

In addition, the new alliance will offer guests the chance to bring home those specialty coffees created for Disney through a catalog to be located in their rooms at select hotels at the *Walt Disney World* Resort and *Disneyland* Resort and an exclusive online catalog.

“We are committed to providing our guests with exceptional beverage options and expanding our relationship with Joffrey’s will complement our efforts,” said Maribeth Bisienere, vice president, Food & Beverage and Merchandise for Walt Disney Parks and Resorts. “Joffrey’s focus on innovation and specialty blends aligns with our desire to enhance our guests’ experiences with memorable and unique offerings.”

About Joffrey's Coffee & Tea Company

Established in 1984, Joffrey's Coffee & Tea Company imports and distributes premium coffees and teas using the finest beans and tea leaves from around the world. Joffrey’s coffees and teas are meticulously selected by the company’s dedicated roastmaster, a coffee and tea artisan, aficionado and visionary dedicated to the craft of creating exceptional coffees and teas. Joffrey's roasts an ever-evolving variety of coffees from hand-picked beans collected from continents all over the world. Moreover, Joffrey’s uses only Specialty Grade Arabica beans, an elite category with rigorous standards that can only be met by fewer than 10 percent of coffee beans worldwide. Privately held and based in Tampa, Florida, Joffrey's Coffee & Tea Company distributes its products nationally to world-class resorts and hotels, fine restaurants, cruise lines, coffee shops, gourmet stores, supermarkets and in business offices.

To Taste Our Passion, please visit www.joffreys.com.

About Walt Disney Parks and Resorts

More than 50 years ago, Walt Disney created a new kind of entertainment families could experience together, immersed in detailed atmospheres and vibrant storytelling. His vision now includes a collection of five of the world’s leading family vacation destinations – *Disneyland* Resort, Anaheim, Calif.; *Walt Disney World* Resort, Lake Buena Vista, Fla.; Tokyo Disney Resort, Urayasu, Chiba, Japan; Disneyland Paris, Marne-la-Vallée, France; and Hong Kong Disneyland Resort, located on Lantau Island. A sixth resort, Shanghai Disney Resort, is currently under construction in Pudong New District, Shanghai. In addition, Walt Disney Parks and Resorts includes the world-class Disney Cruise Line; Disney Vacation Club; Adventures by Disney, a guided group vacation experience to some of the world’s most popular destinations; and Walt Disney Imagineering, which creates and designs all Disney parks, resorts, cruise ships, entertainment and attractions.

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