



PRESS RELEASE

Contact: Sara Aviel
Director of Marketing and Communications
Root Capital
Tel: 617 661 5792, 119
Cell: 650 773 1803
Fax: 617 661 5796
E-mail: saviel@rootcapital.org
www.rootcapital.org

CLINTON GLOBAL INITIATIVE ANNOUNCES INNOVATIVE COFFEE PARTNERSHIP

GREEN MOUNTAIN COFFEE PLEDGES \$450,000 TO ROOT CAPITAL FOR FINANCIAL LITERACY IN FARMER COMMUNITIES

New York City, September 25, 2008 – The Clinton Global Initiative announces an innovative partnership between Green Mountain Coffee Roasters (GMCR) and Root Capital to improve the financial literacy and management skills of rural-based businesses in Latin America and Africa, which include many of GMCR's coffee suppliers.

Jane Wales, Chair of the Clinton Global Initiative's poverty alleviation working group, recognized William Foote, President and Founder of Root Capital, and Michael Dupee, Vice President of Corporate Social Responsibility for GMCR, on stage as part of a session focused on cutting-edge efforts to enhance agricultural productivity and inventive models that help small farmers gain access to markets.

GMCR made a commitment at the Clinton Global Initiative to support Root Capital's efforts to expand its financial training with a five-year, \$450,000 grant – the largest single grant in GMCR history. Since its launch, Root Capital has provided more than \$100 million in loans to cash-strapped farmers, artisans, and other small-holder producers, including nearly \$50 million specifically to GMCR coffee suppliers.

After six years of lending activity, Root Capital realized that these enterprises need more than credit to improve livelihoods in the long term. Many grassroots businesses in the developing world lack basic financial management skills and the ability to apply for and manage capital from local banks. In 2006, with GMCR's support, Root Capital launched a pilot financial education and training program in northern Latin America to develop basic financial and management skills among members and leaders of 50 grassroots businesses. Twelve of these enterprises are GMCR suppliers, representing over 10,000 members.

“Root Capital’s innovative work in providing financial services to the underserved global community of grassroots businesses has helped us better serve all our stakeholders and meet our own goals around reducing poverty and hunger in the communities we touch,” said Dupee. “Our partnership helps create economic opportunity, support entrepreneurial activity, and provide economic incentives for sustainable natural resource management in rural communities worldwide.”

As part of its continued dedication to supporting the coffee-growing communities that make up its supply chain, GMCR’s announced commitment at the Clinton Global Initiative will support Root Capital in the next critical growth stage of the program. Through this partnership, GMCR will enable Root Capital’s launch of the program in South America and Africa, addressing the immediate need for strong financial management within grassroots businesses, while building the long-term financial capacity of entire rural communities. In total, from 2009 to 2012 Root Capital will build the financial expertise among the leaders of 150 grassroots businesses, representing nearly 100,000 farmers and artisans in 12 countries.

“We are tremendously appreciative of Green Mountain Coffee Roasters’ support and the Clinton Global Initiative’s recognition of our work,” said Foote. “With access to markets, financial services, and financial training, together we will enable rural communities to lift themselves out of poverty while strengthening the health of our planet.”

Root Capital

Root Capital is pioneering finance for grassroots businesses that build sustainable livelihoods and transform rural communities in poor, environmentally vulnerable places. By working with small and growing businesses such as farmer cooperatives and artisan associations, Root Capital aims to fill the “missing middle” of finance in developing countries – the underserved gap between microcredit and commercial financial institutions. Since its launch, Root Capital has provided financial training and more than \$100 million in credit to 210 grassroots enterprises in 30 countries in Latin America, Africa, and Asia—with a 99% repayment rate.

www.rootcapital.org

Green Mountain Coffee Roasters

Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) is recognized as a leader in the specialty coffee industry for its award-winning coffees and successful business practices. The Company sells over 100 high quality selections, including Fair Trade Certified™ and organic coffees under the Green Mountain Coffee Roasters® and Newman's Own® Organics brands. Green Mountain Coffee Roasters has been ranked No. 1 on the list of "100 Best Corporate Citizens" for the past two years, and has been recognized repeatedly by *Forbes*, FORTUNE Small Business, and the Society of Human Resource Management as an innovative, high-growth, socially responsible company.

www.greenmountaincoffee.com

Clinton Global Initiative (CGI)

Established in 2005 as a project of the non-partisan William J. Clinton Foundation, the Clinton Global Initiative (CGI) convenes global leaders to devise and implement innovative solutions to some of the world’s most pressing challenges. Since 2005, CGI members have made nearly 1,000 Commitments to Action valued at upwards of \$30 billion to improve more than 200 million lives in over 150 countries around the world. Through past Annual Meetings, CGI has brought together more than 80 current and former heads of state, hundreds of top CEOs and non-profit leaders, major philanthropists, and 10 of the last 16 Nobel Peace Prize laureates.

www.clintonglobalinitiative.org