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## **MR. COFFEE® BRAND TAKES KEY STEP TO ENSURE CONSUMERS GET THAT GREAT CUP OF COFFEE**

Boca Raton, FL – March 07, 2007 – With more than 76 percent of American households containing automatic drip coffeemakers, it is clear consumers’ quest for the perfect cup of java is alive and well. It’s only natural that America’s most popular coffeemaker brand extends into new fronts. Expanding upon their past success, the Mr. Coffee® brand continues to ensure consumers get that great cup of coffee at home.

Indulging America’s passionate and ever-brewing love affair with coffee, the iconic brand known for inventing the automatic drip coffeemaker will continue aggressively pursuing its goal of ensuring consumers enjoy personalized, simply great coffee experiences. Through a strategic alliance with one of Brazil’s leading coffee growers, the brand will introduce its namesake premium coffee line this spring consisting of several 100% Arabica bean blends. The brand’s introduction of this key consumable will enable consumers to savor the complete coffeehouse experience at home, the way nature and the Mr. Coffee® brand always intended.

“Our primary purpose has always been to empower consumers to create great coffee, but until now we have only offered part of the solution,” stated Carlos Coroalles, Vice President of Licensing, Jarden Consumer Solutions. “Quality coffeemakers such as ours are a key part of the equation, but a great cup of coffee starts with a great bean and that is what we are so proud to now offer consumers. The introduction of Mr. Coffee® brand coffee is the next logical extension for our brand and a vital ingredient in the recipe for achieving the much-coveted perfect cup of coffee.”

Mr. Coffee® brand coffee, made of 100% Arabica beans, will be available beginning May 2007 in Ground and Whole Bean blends. Flavors will include *Smooth Awakening™ (Light Roast)*, *Cozy Classic™ (Medium Roast)*, *Bold Brew™ (Dark Roast)*, *Colombian* and *Decaffeinated coffees*. Ground varieties will also include *Hazelnut flavored coffee*. Each 12 ounce bag will be priced under \$8 and available for purchase nationally at grocery stores and mass market retailers that sell coffee, and where other Mr. Coffee® brand products are sold.

Supplied by fourth generation coffee growers located in the rich agricultural countryside of Brazil, Mr. Coffee® brand coffee is grown, harvested, processed, roasted and packaged at origin. This unique tree-to-shelf philosophy enables the Mr. Coffee® brand to deliver the freshest, highest quality coffee products at a great value. Mr. Coffee® brand coffee is being brought to market through a licensing agreement with International Coffee Trading, LLC designated by Jarden Consumer Solutions as a licensee in August 2006. International Coffee Trading, LLC is a division of Café Bom Dia, one of Brazil's foremost coffee growers. Based in southern Brazil's Minas Gerais state, where 25% of the world's coffee supply originates, Café Bom Dia is a leader in social and environmental sustainability initiatives. Recently, it achieved Carbon Neutral status, the first coffee roasting company in the world to earn this environmental certification.

For more than three decades, Mr. Coffee® brand products have revolutionized home coffee brewing with a unique line of coffeemakers, coffee filters, espresso machines, grinders and other accessories. The Mr. Coffee® brand is one of the most recognized and trusted brands in the world. For more information, visit Mr. Coffee® websites at [www.mrcoffee.com](http://www.mrcoffee.com) and [www.mrcoffeecoffee.com](http://www.mrcoffeecoffee.com).

Mr. Coffee® is a registered trademark of Sunbeam Products, Inc., a subsidiary of Jarden Corporation (NYSE: JAH). It is a leading consumer products company that designs, manufactures and markets, nationally and internationally, a diverse portfolio of consumer products under such world-class brands as Bionaire®, Crock-Pot®, FoodSaver®, Health o Meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam® and VillaWare®. JCS is headquartered in Boca Raton, Florida, and employs more than 13,000 people worldwide. JCS can be found on the Internet at [www.jardencs.com](http://www.jardencs.com).