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Coffee Roaster Becomes Nation's First to Offer 100% CarbonFree® Certified Coffee

Grounds for Change, a family-owned coffee roaster, is the first in the nation to comprehensively offset its coffee's carbon emissions.

[Seattle, Wash. – September 30, 2008] The coffee craze took a new turn today as Seattle-area coffee roaster Grounds for Change partnered with Carbonfund.org to offset all the global warming emissions of its coffee. In a dramatic effort to green all aspects of its business operations, Grounds for Change has become the first coffee roaster in the nation to formally calculate and comprehensively offset its carbon dioxide emissions.

"It's simply the right thing to do," says Kelsey Marshall, Co-Founder of Grounds for Change. "We want to provide our customers with the highest quality coffee available. To us, that means Organic Certified, Fair Trade Certified and now CarbonFree® Certified - caring for ecosystems, workers and the climate."

Grounds for Change, a family-owned organic coffee roaster located in the Seattle area, roasts 100% Fair Trade Certified, Organic Certified, Shade Grown coffee. The company has been recognized on numerous occasions for its sustainability practices. Most recently, it became the first coffee roaster in the country to complete the detailed third-party certification process to receive the CarbonFree® Certified Product label from Carbonfund.org.

Carbonfund.org, the nation's leading non-profit carbon offset provider, is the only organization in North America to provide full CarbonFree® certification. To get a product certified CarbonFree®, a company must submit the item for a detailed Life Cycle Analysis (LCA), a process that accounts for all carbon emissions associated with production. The resulting Carbon Life Cycle Analysis provides a comprehensive view of all carbon dioxide emissions starting with a coffee plant and ending with an empty bag of coffee.

"Grounds for Change's CarbonFree® Product certification shows their extraordinary leadership in the fight against climate change," exclaimed Eric Carlson, Executive Director of Carbonfund.org. "CarbonFree® Product certification is an extensive process that shows your customers, employees and community you are committed to a healthy climate."

Grounds for Change is using Carbonfund.org's reforestation program to offset the complete carbon dioxide footprint of all roasted coffee.

Grounds for Change also participates in *Co-op America's Business Network* and *1% For The Planet*.

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About Grounds for Change

Attention to the social, environmental and financial impacts of conducting business forms the foundation of Grounds for Change. Out of this concern grows premium quality, great service and passion for their trade. The result is a truly exceptional cup of coffee. In addition to online retail sales at www.groundsforchange.com, they have a comprehensive wholesale coffee program for independent coffeehouses, as well as a coffee fundraiser for organizations.

About Carbonfund.org

Carbonfund.org is one of the country's leading carbon reduction and offset organizations, making it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbon offsets enable individuals and businesses to reduce carbon dioxide emissions they are responsible for in their everyday lives by supporting renewable energy, energy efficiency and reforestation projects where they are most cost effective. Carbonfund.org works with over 900 corporate and nonprofit partners including Discovery, Volkswagen, Amtrak, Dell, Orbitz, Staples, and JetBlue.