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GREEN MOUNTAIN COFFEE AND ASHOKA'S CHANGEMAKERS ANNOUNCE FINALISTS IN REVELATION TO ACTION COMPETITION

Community Members Encouraged to Cast Their Votes for Winning Ideas

Washington, D.C. and Waterbury, Vt., June 9, 2010 – Green Mountain Coffee® and Ashoka's Changemakers today announced the finalists for their [Revelation to Action](http://www.Changemakers.com/Revelation)sm Your Place. Your Idea. Your Change.sm competition. Located at www.Changemakers.com/Revelation, the Revelation to Action online competition generated 358 entries with ideas to strengthen and engage communities across New England and New York.

After weeks of evaluating hundreds of entries, the judges selected the following fifteen finalists for their innovation, social impact, and sustainability:

- AS220, Rhode Island
- Committee on Temporary Shelter, Vermont
- Entrepreneurship 101, Massachusetts
- Green Worker Cooperatives, New York
- Hammond Street Senior Center, Maine
- Hollaback!, New York
- Maine Organic Farmers and Gardeners Association, ME
- Midtown Community Court (a project of the Fund for the City of New York/Center for Court Innovation), New York
- Peace First (formerly Peace Games), Massachusetts
- Project Enterprise, New York
- Red Tomato, Massachusetts
- Shelburne Farms, Vermont
- The Capital Good Fund, Rhode Island
- VT FEED a project of Shelburne Farms, Vermont
- Yestermorrow Design/Build School, Vermont

The judges for this competition are:

- Alan Harlam – Director of Social Entrepreneurship, Swearer School for Public Service, Brown University
- Beth Holzman – CSR Strategy and Reporting Manager, Timberland
- Bill McKibben – Environmentalist and Writer, 350.org
- Michael Dupee – Vice President, Corporate Social Responsibility, Green Mountain Coffee Roasters, Inc.
- Michael Havard – Vice President, Marketing - Corporate Officer, Newman's Own, Inc.

“Here at Timberland we are often challenged to determine the most effective way to invest in local communities,” said Beth Holzman, CSR Strategy and Reporting Manager, Timberland. “As a judge for the Revelation to Action competition, I was amazed at the quality of entries and learned a lot about how a brand can thoughtfully gather ideas and empower change in a very participatory and grassroots way.”

Between June 9 and June 30, the public will have the opportunity to vote for the best entries at www.Changemakers.com/Revelation. The three finalists with the most votes will be selected as Competition Winners. Additionally, Green Mountain Coffee will select seven State Winners – one from each of the participating states. The ten winners will each be awarded \$5,000 towards their innovation. All fifteen finalists are invited to attend the Revelation to Action Celebration Event in Boston on July 14, 2010. For complete rules and regulations of this competition, visit www.Changemakers.com/Revelation and click on "Eligibility, Criteria and Prizes."

About Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR)

As a leader in the specialty coffee industry, Green Mountain Coffee Roasters, Inc. is recognized for its award-winning coffees, innovative brewing technology, and socially responsible business practices. GMCR’s operations are managed through two business units. The Specialty Coffee business unit produces coffee, tea and hot cocoa from its family of brands, including [Green Mountain Coffee®](#), [Newman’s Own® Organics](#) coffee, [Tully’s Coffee®](#), [Timothy’s World Coffee®](#), and [Diedrich Coffee®](#). The Keurig business unit is a pioneer and leading manufacturer of gourmet single-cup brewing systems. [K-Cup® portion packs](#) for Keurig® Single-Cup Brewers are produced by a variety of licensed roasters and brands, including Green Mountain Coffee, Tully’s Coffee, Timothy’s, and Diedrich. GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in Fair Trade Certified™ coffee, and donating at least five percent of its pre-tax profits to social and environmental projects. Visit www.gmcr.com for more information.

GMCR routinely posts information that may be of importance to investors in the Investor Relations section of its web site, including news releases and its complete financial statements, as filed with the SEC. GMCR encourages investors to consult this section of its web site regularly for important information and news. Additionally, by subscribing to GMCR’s [automatic email news release delivery](#), individuals can receive news directly from GMCR as it is released.

About Ashoka’s Changemakers

Changemakers is an initiative of Ashoka, an organization with over three decades of finding, funding, and expanding the work of social entrepreneurs across the globe. It is a global online community of action that connects people to share ideas, inspire and mentor each other, and find

and support the best ideas in social innovation. The Changemakers online community builds on this history and expands the Ashoka vision by creating an “Everyone a Changemaker” world through networking, relationship-building, and the sourcing of funding opportunities.

Through its open and transparent competition and collaboration process, Changemakers is creating the world’s most robust online community for launching, refining, and scaling innovative ideas that help solve pressing social problems.

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