

FOR IMMEDIATE RELEASE

Contact Information:

Sandy Yusen, Director of Public Relations
GMCR's Specialty Coffee Business Unit
T: 866-968-2739
sandy.yusen@gmcr.com

Delyse Sylvester, Director of Community
Ashoka's Changemakers
T: 250-352-0616
dsylvester@ashoka.org

**GREEN MOUNTAIN COFFEE AND ASHOKA'S CHANGEMAKERS
LAUNCH "REVELATION TO ACTION" COMPETITION**

*Program seeks innovative ideas to inspire community action in the
Northeastern U.S.*

(Washington, D.C. and Waterbury, VT – February 10, 2010) Believing that real change starts at home, Green Mountain Coffee® and Ashoka's Changemakers today launched an online competition to find and help fund creative solutions for motivating local citizens to strengthen communities across New England and New York.

The "Revelation to Actionsm Your Place. Your Idea. Your Change.sm" competition will discover promising initiatives, explore fresh ideas, and encourage collaboration on the best ways to inspire community action. Ideas could include rallying a regional group to support a local food bank, helping a community address its carbon footprint, establishing a program to incentivize recycling, or mobilizing a neighborhood to do an annual river clean-up.

The competition takes place at www.Changemakers.com/Revelation, where community members are invited to nominate individuals and organizations with community solutions, discuss and share ideas and success stories, comment on proposals, and vote for finalists. Winners will be judged on innovation, social impact, and long-term sustainability. The best innovations will be awarded prizes totaling \$50,000.

"This competition demonstrates that simple ideas can transform a street, neighborhood, or community, and that solutions can come from anyone, whether it's someone with a passion to give back, or a seasoned local advocate," said Michael Dupee, Vice President of Corporate Social Responsibility at Green Mountain Coffee Roasters, Inc. "With its long history of supporting the work of social entrepreneurs, Ashoka is the perfect partner for Green Mountain Coffee as we explore and celebrate ways to strengthen communities across the Northeastern U.S."

"This is an exciting opportunity to focus the power of the global Changemakers community, as well as community members themselves, on creating solutions that spark

local community action,” said Charlie Brown, Changemakers’ Executive Director. “Green Mountain Coffee is a natural partner to do this because of its emphasis on empowering its customers, employees, and other stakeholders to make a difference in local and global communities.”

Competition entries may be submitted to www.Changemakers.com/Revelation through April 21, 2010. Early entries, received by March 24, are eligible for an extra prize drawing. Each submission will be available for public review, comment, and expressions of support. Between June 9 and June 30, finalists will be announced and the public will have the opportunity to vote for the best entries. The three finalists with the most votes will be selected as winners and announced during the week of July 12, 2010. For complete rules and regulations of this competition, visit www.Changemakers.com/Revelation and click on “Eligibility, Criteria and Prizes.”

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 one of the world’s most robust online communities for launching, refining, and scaling innovative ideas to help solve the world’s most pressing social problems.

www.Changemakers.com

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[®], and Timothy’s World 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, including Green Mountain Coffee, Tully’s Coffee and Timothy’s. 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.

###