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MR. COFFEE[®] BRAND AND BRAZIL'S INTERNATIONAL COFFEE TRADING, LLC FORM A STRATEGIC ALLIANCE TO INTRODUCE PREMIUM COFFEES

Boca Raton, FL – March 07, 2007 – The Mr. Coffee[®] brand, America's leading coffeemaker brand, has entered into a strategic alliance with International Coffee Trading, LLC, a division of Café Bom Dia, one of Brazil's foremost coffee growers, to introduce Mr. Coffee[®] brand coffee this spring. The move marks Mr. Coffee[®] brand's entry into the world of consumables, after more than three decades of success operating solely as a durable consumer products brand.

“The introduction of Mr. Coffee[®] brand coffee is the next logical extension for our brand,” stated Carlos Coroalles, Vice President of Licensing for Jarden Consumer Solutions. “Our decision to introduce premium coffees is consistent with our longstanding commitment to empower consumers to achieve and enjoy personalized, simply great coffee experiences at home. Until now, we have only offered part of the solution, and while quality coffeemakers such as ours are a key part of the formula, a great cup of coffee starts with a great bean. We've picked the finest company to supply just that.”

International Coffee Trading, LLC is based in Miami, FL and Café Bom Dia, the parent company is located in southern Brazil's Minas Gerais state, which yields 25 percent of the world's coffee supply. Owned and operated by the Marques de Paiva family, who has been growing coffee for over four generations, Café Bom Dia employs a unique tree-to-shelf supply chain in which all stages of the manufacturing cycle are completed at origin, effectively delivering the freshest, highest quality, 100% Arabica coffee. 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.

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.

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 and 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.

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