



Media Release
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Two new markets wake up to the aroma of Gloria Jean's Coffees

Australian owned global specialty coffee brand and 'Food Franchisor of the Year 2007', Gloria Jean's Coffees, has announced further international expansion with the recent opening of stores in Russia and the State of Qatar.

The market openings in Moscow and central Qatar have taken Gloria Jean's Coffees international presence to 32 Master Franchise Agreements in 31 countries and 899 stores worldwide, as of July 2008.

Executive Chairman of Gloria Jean's Coffees, Nabi Saleh, said the new markets represented an important company milestone, as they establish their presence in two regions with significant growth potential.

"We are very excited to be bringing our handcrafted coffees and café experience to two of the world's most rapid retail growth regions – Russia and the Middle East," Mr Saleh said.

"I believe that this really highlights the core strength and adaptability of our processes, systems and products."

The two regions offer very different operating conditions and growth opportunities for Gloria Jean's Coffees.

Russia is part of a strong regional development plan for the brand, which currently has stores in Hungary and Ukraine, with plans for Poland in the near future.

"We plan to open two stores in Moscow within the first year and 23 stores throughout Russia in the first five years of operation," Mr Saleh explained. "This opening represents some big growth to come in Eastern Europe."

As for Qatar, Gloria Jean's Coffees already boasts 43 stores in the UAE, Kuwait and Jordan, highlighting the fact that the concept works in the developing coffee culture of the Middle East.

"The retail and franchise sectors have really taken off in the Middle East, as we have seen from our 26 stores in the UAE," said Mr Saleh. "In order to cement our place as leaders in a fast growing coffee culture we will be pursuing further growth in countries such as Egypt and Saudi Arabia over the next year."

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About Gloria Jean's Coffees

Australian owned and operated global brand, Gloria Jean's Coffees, is a leading specialty coffee retailer and one of the fastest growing franchise organisations in the world, with 899 stores in 32 countries worldwide, and signed master franchise agreements in an additional 19 countries.



In 2004, following eight successful years of phenomenal domestic growth in Australia, Gloria Jean's Coffees Australia's owner's vision to transform the company into a global super brand was realised with the purchase of the international branding and roasting rights for all countries outside of the USA and Puerto Rico.

Gloria Jean's Coffees grew a record 82 per cent internationally in 2006-07, with similar growth expected in the next few years.

The company's success has also been recognised for its achievements over the last few years, winning multiple awards. These include 'Food Franchisor of the Year 2007' at the PricewaterhouseCoopers Excellence in Franchising Awards, '2006 International Franchisor of the Year' awarded by the Franchising and Licence Association, Singapore, and the PricewaterhouseCoopers Franchising Excellence Awards '2006 Franchisor Export of the Year'.

For more information visit www.gloriajeanscoffees.com

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