



MEDIA RELEASE

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Gloria Jean's Coffees takes out International Franchising Award

Australian owned global specialty coffee brand, Gloria Jean's Coffees, has been awarded the *Excellence in International Franchising Award* at the Australian MYOB Franchising Awards in Perth.

Demonstrating a strong commitment to their international expansion, Gloria Jean's Coffees has driven a successful strategy that has seen the business grow to 917 coffee houses worldwide and 37 Master Franchise Agreements signed across 36 countries. This includes 489 coffee houses in Australia.

"Our Vision is to be the most loved and respected coffee company in the world which includes having a presence in all capital cities around the world. This award recognises the contribution of our whole family of team members, franchise partners and supply partners who have made our international aspirations a reality," said Nabi Saleh, Executive Chairman Gloria Jean's Coffees.

In the last 12 months the company has opened ten new international markets, including India and China. Global sales have increased by more than 25 per cent and coffee house openings have grown 35 per cent encompassing 93 new openings.

Earlier this year Gloria Jean's Coffees International affiliate company, Praise International North America Inc, also completed negotiations to buy Gloria Jean's Coffees U.S. retail and franchise operations from the U.S. owner, comprising of 102 coffee houses in 24 states. This now brings all international master franchises for the brand under the management of Gloria Jean's Coffees International.

"For us, the U.S. purchase marks a truly historic moment in the company history and the realisation of a dream to unite the global family of Gloria Jean's Coffees International under the one Vision.

"We expect continued growth into the future and our goal is to have 1,450 coffee houses opened by 2011," said Mr Saleh.

The successful expansion of the brand internationally has been the result of the company's focus on developing a unified global 'family' who are totally committed to the Vision, Mission and Values, serving the highest quality coffee and providing outstanding and personalised service in a vibrant atmosphere.

Internationally the company has a strong community and humanitarian foundation based on a belief in people and building and changing lives. This year marked the launch of the Gloria Jean's Coffees International Foundation which is working closely with international charities including Opportunity International and Compassion as well as local causes.



The MYOB Excellence in Franchising Awards coordinated by the Franchise Council of Australia was held in Perth this week. They are the country's premier franchising awards.

This is the fifth consecutive year Gloria Jean's Coffees has been recognised at these awards. Other nominees in the category included Ecowash, Boost Juice and Foodco.

Images available on request.

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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.

Through 917 stores in 37 markets worldwide, Gloria Jean's Coffees sells hand crafted signature hot and cold coffee drinks, traditional espresso drinks, a range of single origins, blends and estate whole bean coffees and specialty teas, along with pastries and coffee accessories.

In 2008 Gloria Jean's Coffees was awarded the MYOB Excellence in Franchising Award for Innovation.

For more information visit www.gloriajeanscoffees.com

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