

## Green Mountain Coffee Builds in the Knoxville-Oak Ridge Innovation Valley of Tennessee

KNOXVILLE, Tenn., Aug. 6 /PRNewswire-FirstCall/ -- Green Mountain Coffee Roasters, Inc. (Nasdaq: [GMCR](#)), has chosen the Knoxville-Oak Ridge Innovation Valley of East Tennessee as the future home of its new \$10.4 million, 334,000 square foot manufacturing and distribution facility. The new site will support the brand's national expansion and continued growth in the single-cup coffee business.

The Innovation Valley site is the latest in a series of expansions for Green Mountain Coffee, which maintains its headquarters in Waterbury, Vermont. The Tennessee facility will focus primarily on the production of K-Cup portion packs for the Keurig(R) single-cup coffee brewing system and will expand to other packaging formats as needed.

Green Mountain CEO Scott McCreary said the Innovation Valley's central location allows the company to reduce distribution costs, shorten delivery lead times, and serve a broader geographic region."

In recruiting Green Mountain, the Knoxville Chamber led an economic development team that included the Tennessee Valley Authority, the State of Tennessee Department of Economic Development, Knox County Mayor Mike Ragsdale and Knoxville City Mayor Bill Haslam.

Mike Edwards, Knoxville Chamber's President and CEO called Green Mountain Coffee "a high-growth company with a strong passion for the environment and its employees and suppliers, and a leader in the arena of corporate social responsibility. Green Mountain Coffee is going to be a tremendous addition to the Innovation Valley."

CRO Magazine, Forbes and SustainableBusiness.com have recognized Green Mountain Coffee Roasters, Inc. as a good corporate citizen and an innovative, high-growth company.

Innovation Valley Inc. is a regional partnership created by the Blount County Chamber of Commerce, Knoxville Chamber, Loudon County Economic Development Agency, Oak Ridge Economic Partnership, The Roane Alliance, and Tellico Reservoir Development Agency. For more information about the Knoxville-Oak Ridge Innovation Valley, visit <http://www.innovationvalleyinc.org/> or call Garrett Wagley at the Knoxville Chamber,