



For more information:

info@greenbeanscoffee.com

phone: US (415) 461-4023

phone: Intl: +965-697-2223

Green Beans Coffee Company Company Overview

While working in the Middle East, Jason Araghi identified a unique opportunity – to create Saudi Arabia’s first gourmet coffeehouse. Jason enlisted the help and coffee expertise of his brother, Jon, and together they opened Art Nouveau Café in 1996, a business that experienced tremendous local success. Perhaps more importantly, the coffeehouse drew the attention of some java-thirsty U.S. soldiers at a nearby military base in Eskan Village. As buzz about the café spread among military men and women, top Army personnel invited Jason and Jon to open a café on base – an opportunity they couldn’t resist. And thus, Green Beans Coffee was born. Troops based at Eskan Village were so happy to have a “just like home” coffee shop that soon thereafter the Air Force requested a Green Beans Café. Within a year, Green Beans had opened three more locations at Prince Sultan Air Base.

With the successful launch of these four cafés, it became clear that U.S. soldiers stationed abroad had been craving good, consistent, coffee for a long time. With this realization, the company’s mission became very clear – offer the men and women of the U.S. Armed Forces stationed around the globe the highest quality coffee beverages, serve them exclusively and most importantly, create a place where soldiers can relax and feel at home.

Today, Green Beans Coffee Company operates more than 50 locations on military bases throughout Southwest Asia, the Middle East and Africa. In order to continue bringing great coffee to service men and women even after they return home, the Green Beans team now plans to open stores located near military bases within the United States. The

first domestic store will open its doors in November 2006 in Fairfield, California near Travis Air Force Base with a new name – Green Beans Worldcafé – and a new look.

All U.S. locations will remain true to the original Green Beans ideals – fostering a sense of local and global community for customers and using “green” business practices. All Green Beans locations will use organic products whenever possible. In addition, U.S.-based stores will be focused on consistently building on and creating new initiatives dedicated to these ideals, such as the hiring of veterans and retired military personnel, employee volunteer hours and in-store hosting of community events.

Green Beans is also committed on a national level to giving back to the community through its support of organizations that strive to improve life for disabled soldiers, military families and young Americans. Green Beans currently supports the Children of Fallen Soldiers Relief Fund, an organization that provides financial assistance and college grants to the surviving spouses and children of soldiers killed or seriously injured in the Iraq or Afghanistan wars. In addition, Green Beans is a proud partner of the Pat Tillman Foundation. Created in honor of NFL player and fallen Army Ranger Pat Tillman, the fund strives to connect current thought leaders with young people to inspire them to make positive changes within themselves and their communities.

For more information, visit www.greenbeanscoffee.com

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