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NEW LID A GOOD FIT FOR ECO-FRIENDLY CUP

**Green Mountain Coffee Roasters, Inc. and International Paper Launch
ecotainer Hot Cup Lid**

WATERBURY, Vt. & MEMPHIS, Tenn., April 22, 2010 – First the cup, now the lid. Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) and International Paper (NYSE: IP) have topped off their collaboration in innovation by launching an eco-friendly lid to complement the eco-friendly cup the two companies introduced in 2006.

The ecotainer[®] hot cup lid is made from polylactic acid, a renewable resource, as opposed to polystyrene, a non-renewable resource. The lid is the only compostable hot cup lid to be manufactured in the U.S. It is certified by the Biodegradable Products Institute (BPI) and meets the ASTM standard for compostability, which means it can be composted in municipal and industrial composting facilities.

"If you frequently drink coffee on the go, you should consider using a travel mug," said Paul Comey, vice president, Environmental Affairs, GMCR. "If that's not available, this new ecotainer cup and lid combination is a good alternative to other disposable cups, because it relies less on plastics - and more on renewable resources. We're pleased to offer this breakthrough lid to Green Mountain Coffee wholesale customers, and consider it a good step in the right direction as we strive to improve our environmental footprint."

According to industry data, about 5.6 billion lids for paper hot cups are used every year. For every one million lids that GMCR and others convert to the ecotainer hot cup lid, 4.1 tons less of non-renewable petrochemical materials would be used annually. In addition, composting the lid, along with other ecotainer products and food waste, will further reduce the amount of material going into landfills.

"At International Paper, we are committed to working with customers like GMCR to make it easy for consumers to make sustainable choices," said Greg Wanta, vice president, International Paper Foodservice. "This new lid is yet another example of our strong record of innovation, and we are proud that our ecotainer products are such a key part of GMCR's offerings."

About ecotainer

International Paper's **ecotainer**® family of products includes hot cups, hot cup lids, Cup Buddy® sleeves, cold cups and food containers. ecotainer products meet the ASTM D6400 standard for compostability and are widely accepted by commercial composting facilities. All ecotainer products are made from renewable resources such as Ingeo™ biopolymer from NatureWorks LLC, a fully renewable, plant-based material and paperboard made with trees from responsibly managed forests that meet the Sustainable Forestry Initiative® (SFI®) standard. Since 2006, ecotainer products by International Paper have helped customers around the world *make a difference one cup at a time*™.

About International Paper

International Paper (NYSE: IP) is a global paper and packaging company with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include uncoated papers and industrial and consumer packaging, complemented by xpedx, the company's North American distribution company. Headquartered in Memphis, Tenn., the company employs about 56,000 people in more than 20 countries and serves customers worldwide. 2009 net sales were more than \$23 billion. For more information about International Paper, its products and stewardship efforts, visit internationalpaper.com.

About Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR)

As a leader in the specialty coffee industry, Green Mountain Coffee Roasters, Inc. is recognized for its award-winning coffees, innovative brewing technology, and socially responsible business practices. GMCR's operations are managed through two business units. The Specialty Coffee business unit produces coffee, tea and hot cocoa from its family of brands, including [Green Mountain Coffee®](#), [Newman's Own® Organics](#) coffee, [Tully's Coffee®](#), and [Timothy's World Coffee®](#). The Keurig business unit is a pioneer and leading manufacturer of gourmet single-cup brewing systems. [K-Cup® portion packs](#) for Keurig® Single-Cup Brewers are produced by a variety of licensed roasters and brands, including Green Mountain Coffee, Tully's Coffee and Timothy's. GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in Fair Trade Certified™ coffee, and donating at least five percent of its pre-tax profits to social and environmental projects. Visit www.qmcr.com for more information.

GMCR routinely posts information that may be of importance to investors in the Investor Relations section of its web site, including news releases and its complete financial statements, as filed with the SEC. GMCR encourages investors to consult this section of its web site regularly for important information and news. Additionally, by subscribing to GMCR's [automatic email news release delivery](#), individuals can receive news directly from GMCR as it is released.

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