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BIGGBY COFFEE ARRIVES IN DETROIT SUBURB OF BIRMINGHAM

Leading Coffee Retailer Celebrates 15th Anniversary with Grand Opening Preview Party to Benefit Variety FAR Conservatory of Therapeutic and Performing Arts

Birmingham, Mich., February 19, 2010 – Leading Michigan-based café, BIGGBY COFFEE, celebrates its 15th year of business by opening the doors on its 107th location next month. The store, located at 112 S. Old Woodard (on the corner of Maple and South Old Woodward) in the north Detroit suburb of Birmingham, will celebrate with a “Grand Opening Preview” to benefit local *Variety Far Conservatory* on Monday, March 22nd. The event is free and open to the public and features representatives and children from *FAR Conservatory*, free BIGGBY COFFEE beverages and baked goods from 12-6 p.m. Donations on behalf of *FAR Conservatory* are welcomed, but not expected.

The store officially opens for business the next morning, March 23rd, and will offer customers free BIGGBY COFFEE favorites including Caramel Marvel, Vanilla Bean, Mocha Mocha, and Nutty Buddy specialty drinks through Friday, March 26.

BIGGBY COFFEE opened its first store in East Lansing in 1995. The brand has nearly doubled its stores every two years since with a franchise system that emphasizes local ownership from within the communities in which they reside.

This is the second BIGGBY COFFEE for sibling entrepreneurs Joe and Rose Glendinning, who opened their first store in Bloomfield Hills just two years ago. Both siblings chose to move back to Michigan from successful careers in Chicago and Boston respectively—Joe as a licensed attorney and Rose as a successful investment banker—to open their first BIGGBY COFFEE together. The Birmingham store represents the next step in their growing franchise business.

“My brother Joe and I took a different approach from the ‘Michigan flight’ story you read about,” said Rose Glendinning. “We decided now was the perfect time to move back to the area to invest in our future here, and BIGGBY COFFEE represented the perfect business opportunity to us. We both come from big corporate cultures, and this is just the opposite setting we were both seeking. BIGGBY COFFEE encourages us to be who we are, and that’s what makes each one of the stores unique in its own way. We’re certainly having a lot of fun with it.”

Rose Glendinning is on the Board of Directors for Birmingham non-profit, *FAR Conservatory*, and the entire family has been long time supporters of the arts. Students and representatives from *FAR Conservatory* will be present at the preview event on March 22nd to display their artwork and celebrate the growth of BIGGBY COFFEE.

“*FAR Conservatory* serves persons with special needs of all ages regardless of their race, religion or ability to pay for services,” said Arlene Kass, Executive Director of *FAR Conservatory*. “*FAR* has provided therapeutic experiences in the arts and recreation to our special students since 1953. We currently bring these joyful activities into the lives of approximately 2000 persons per year and we continue to grow with the support of the community! We very much appreciate the efforts and donations by BIGGBY COFFEE and Rose and Joe to our organization as they help fund critical arts programs.”

In addition to supporting FAR Conservatory, BIGGBY COFFEE of Birmingham will partner with the Birmingham-Bloomfield Arts Center to feature artists from the area in the front window and host meet-and-greet events with the artists themselves each month.

“My father is an artist who teaches photography at Michigan State University, so supporting the arts is what we’ve done since I can remember,” said Joe Glendinning. “I believe we’ll fit in nicely with a culture in Birmingham that clearly supports creativity and its local artists.”

About BIGGBY COFFEE®

East Lansing, Mich.-based BIGGBY COFFEE was founded in March 1995 and began franchise operations in 1999. Today, the Company has 107 stores open across five states including Michigan, Ohio, Alabama, South Carolina and Wisconsin. BIGGBY COFFEE features more than 30 gourmet coffee, fine tea and frozen drink selections in addition to an assortment of pastries and other fine eatables. For more information about BIGGBY COFFEE, visit www.bigby.com.

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