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PJ's Goes to Washington

Inaugural Coffee Blended for Washington Festivities

NEW ORLEANS, LA (February 2, 2009) A special blend of PJ's Coffee of New Orleans was developed exclusively to commemorate the 56th inauguration of the President of the United States. PJ's *Inaugural Blend* coffee was crafted and brewed by PJ's Roast Master Felton Jones. The Inaugural Blend concept was a joint-venture between PJ's Coffee and NobleOutReach. NobleOutReach is involved in rebuilding New Orleans and the Gulf Coast through strategic economic development through the EB-5 Immigrant Investor Visa Program created by the Immigration Act of 1990. This visa program provides a method of obtaining a green card for foreign nationals who invest money in the United States. This investment program was in accordance to a Congressional mandate aimed at stimulating economic activity and job growth, while allowing eligible foreign nationals the opportunity to become lawful permanent residents.

Through the partnership with NobleOutReach, PJ's *Inaugural Blend* was distributed to more than 5,000 dignitaries, diplomats and VIP guests who were in Washington, DC for the inaugural festivities. Included in this group was the President's staff, as well as all of the guests attending some of the Inaugural Galas held in Washington, DC and also those staying in various historic hotels around the Nation's Capital. Each VIP guest received a package of *Inaugural Blend* in their gift bag.

PJ's commissioned artist John Mullins, Jr. to develop the commemorative packaging that prominently features an image of the White House. The 2-oz. packages of the *Inaugural Blend* roast were originally designed to allow people the opportunity to sample PJ's Coffee. However, the word around town is that recipients are keeping theirs as a memento of the inauguration. Perhaps one day the item will be considered a political Americana collector's piece!

Scott Ballard, CEO of PJ's Coffee described the project by saying, "The inauguration is something that is uniquely American and is centered around renewed hope. As a New Orleans native, who is re-investing in this community, I was inspired by these thoughts, and I felt it appropriate to partner with NobleOutReach to commemorate this moment with a custom blend of *The Coffee New Orleans Loves*." William Hungerford, President of NobleOutReach stated that "It's our hope to have these packages serve as a reminder of the Gulf Coast redevelopment, and the important work that organizations such as NobleOutReach are doing to assist in the process."

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PJ's Coffee of New Orleans uses hand-selected, premium Arabica beans which are slow-roasted in small batches at its New Orleans roasting facility. PJ's Coffee was established in 1978 and began franchising in 1995. For more information and to order the special Inaugural Blend Coffee, visit pjscoffee.com.

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NobleOutReach helps Immigrant Investors and foreign nationals invest in the United States economy through the Federal EB-5 Visa Program. NobleOutReach provides international private equity venture funds, which recruit EB-5 Visa Immigrant Investors from around the world to invest capital in New Orleans. The EB-5 Visa Program, have three (3) major objectives:

- Create For-Profit Businesses;
- Stimulate Job Creating Enterprises;
- Re-Build, Rejuvenate, and Re-Invigorate and Re-Invest in America!

For more information on NobleOutReach, please visit www.NobleOutReach.com.
