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NESCAFÉ® DOLCE GUSTO™ RAISES THE BAR IN SINGLE-CUP COFFEE CATEGORY

*In Partnership with Krups®, NESCAFÉ® Launches
New Customizable, Single-Cup Coffee System Rich in Style and Flavor*

Glendale, Calif., (June 30, 2008) – The new NESCAFÉ® Dolce Gusto™ coffee system redefines “house blend,” offering aficionados the luxury and ease of brewing a rich variety of delicious, coffeehouse-quality coffees from the convenience of home. Recognizing that coffee cravings can change from day to day and from person to person, NESCAFÉ®, the world’s largest coffee brand, has teamed up with Krups®, the world leader in pressure-coffeemakers, to serve up a unique 15-bar pressure coffee system which makes seven different premium coffee flavors and a rich hot chocolate - customized to individual taste.

Raising the bar for the single-cup coffee category, NESCAFÉ® Dolce Gusto™ launches Sept. 22, 2008 exclusively at Sur La Table and becomes available Nov. 1, 2008 at select additional retailers, just in time to top holiday wish lists and become the new must-have stylish kitchen accessory. NESCAFÉ® Dolce Gusto™ is striking in both function and design, reflective of Krups’ precision, engineering and technical perfection. Sleek and compact, the product comes in vibrant red, modern white and classic black.

“As America’s palate and passion for coffee evolves, selection, robust flavors and personalization are increasingly important. One pot no longer ‘fits all’ and the NESCAFÉ® Dolce Gusto™ coffee system offers the quality, diversity and design that coffee lovers desire,” said Doug Munk, marketing manager, NESCAFÉ® Dolce Gusto™. “Coffee preferences are an expression of individuality.”

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The NESCAFÉ® Dolce Gusto™ system features seven, full-flavor choices made from strictly 100% high quality Arabica beans: Caffè Lungo (dark roast, mild and decaf); Cappuccino; Espresso; Iced Cappuccino; and Latte Macchiato. A velvety hot chocolate drink, the Chococino®, is also available. Connoisseurs will savor the challenge of picking a favorite, deciding between a frothy Cappuccino, a full-bodied Espresso or a multilayered Latte Macchiato. To their delight, morning or night, enthusiasts can indulge in whichever variety they fancy at the moment, each cup made to perfection following their own personal preferences.

While all other single-cup coffee systems offer zero-to-two bars of pressure, NESCAFÉ® Dolce Gusto™ sets a new standard by featuring a 15-bar pressure system – equal to or above coffeehouse machine standards. The patented technology optimizes the extraction pressure for each variety, consistently delivering the best quality and texture every time. More pressure means consumers gain more control over brewing a frothy cappuccino, velvety latte, or dependable cup of black coffee exactly to their distinct tastes and preferences.

Using NESCAFÉ® Dolce Gusto™ is easy. Simply pop the airtight capsule of choice into the uniquely styled machine, place a favorite glass or mug onto the adjustable tray and then slide the “Custom Control Lever” to fill to the desired coffee strength. Pop in a second milk capsule to produce frothy foam on Cappuccino, Latte Macchiato, Iced Cappuccino, or Chococino®. In less than one minute, coffee enthusiasts will enjoy the delicious aroma and gourmet taste of a freshly brewed cup. The special design of the coffee capsules keeps the coffee fresh for one year.

Exclusivity at Sur La Table stores runs late September through October. Beginning Nov. 1, 2008, NESCAFÉ® Dolce Gusto™ is available at select Bloomingdale’s, Macy’s, Bed Bath & Beyond and Dillard’s stores, www.amazon.com and www.dolce-gusto.us. Suggested retail price is \$169.99 for the machine and \$8.49 per pack of 16 coffee capsules. Every NESCAFÉ® Dolce Gusto™ machine comes with a free starter kit including a white cappuccino cup and saucer set, a tall latte macchiato glass, a variety pack of coffee capsules plus a helpful guide containing recipe cards and instructions.

More information on NESCAFÉ® Dolce Gusto™, including high-resolution product photography, is available at www.dolce-gusto.us.

About Nestlé USA

Named one of “America’s Most Admired Food Companies” in *Fortune* magazine for the eleventh consecutive year, Nestlé USA provides quality brands and products that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That’s what “Nestlé. Good Food, Good Life” is all about. Well-known Nestlé brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, STOUFFER’S®, LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ®, NESCAFÉ® TASTER’S CHOICE®, NESTLÉ® JUICY JUICE®, BUITONI®, DREYER’S/EDY’S®, NESTLÉ® CRUNCH®, NESTLÉ® BUTTERFINGER®, and WONKA®. Nestlé USA, with 2007 sales of \$8.25 billion is part of Nestlé S.A. in Vevey, Switzerland — the world’s largest food company — with 2007 sales of \$90 billion. For product news and information, visit Nestleusa.com or NestleNewsroom.com.

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