

# RICHMOND PUBLIC RELATIONS

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## **ATHENA PARTNERS ANNOUNCES DISTRIBUTION AGREEMENT WITH TULLY'S COFFEE**

### **Athena™ bottled water, donating 100 percent of net profits to women's cancer research, to be sold in Tully's Coffee retail locations**

SEATTLE – Athena Partners is pleased to announce that Tully's Coffee will carry Athena bottled water in all 65 Western Washington Tully's Coffee retail locations beginning immediately. Athena Partners devotes 100 percent of the net profits of Athena bottled water to Northwest research and education initiatives on women's cancers.

"We are very excited to have a partner in Tully's, which has a strong history of giving back to the community," said Trish May, founder and CEO of Athena Partners. "Tully's distribution will help extend our reach beyond the grocery distribution channel and expand our availability to more consumers, bringing us one step closer to finding a cure."

"We are pleased that Tully's will be a vendor of Athena bottled water," said Peter Hoedemaker, vice president of retail operations, Tully's Coffee. "We support Athena Partners' efforts to find a cure for women's cancers and hope our customers will support this cause as strongly as we do."

Athena Partners devotes its profits to fund forward-thinking research on women's cancers in the Northwest. For 2003, proceeds from the sale of Athena water will benefit leading research institutions including The Fred Hutchinson Cancer Research Center, University of Washington Medicine and the Marsha Rivkin Center for Ovarian Cancer Research.

Athena bottled water will be sold at Washington Tully's Coffee retail locations in 500 ml (16.9 fl oz) single serve bottles.

Athena Partners, a not-for-profit 501(c)(3) venture philanthropy company, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A full 100 percent of the net profits from sales of Athena bottled water are devoted to forward-thinking research to find a cure. Athena bottled water is available in Western Washington at more than 110 Safeway stores, 65 Tully's Coffee locations and other select outlets. Athena Partners Web site, [www.athenapartners.org](http://www.athenapartners.org), provides a comprehensive Internet portal to leading national and Seattle-area cancer information and resources about women's cancers.

Founded in 1992, Tully's Coffee Corporation is a leading specialty coffee retailer, wholesaler and roaster. Tully's three operating divisions include retail, wholesale and international. The retail division operates 99 specialty retail stores in Washington, Oregon, California, and Idaho, serving premium coffees from around the world, along with other complimentary products. The wholesale division distributes Tully's fine coffees and related products through offices, food service outlets and leading supermarkets throughout the West. Tully's international division supports Tully's licensees in Asia, which now totals more than 130 stores. Tully's corporate headquarters and roasting plant are located at 3100 Airport Way South, in Seattle, Wash. For more information, call (800) 96-Tully or visit the Web site at [www.tullys.com](http://www.tullys.com).

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