

Junction Solutions

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Peet's Coffee & Tea Recognized for Outstanding Business Achievements

Earns Microsoft Dynamics® Award Excellence in Evangelism

DENVER, CO — Denver-based Junction Solutions (www.junctionsolutions.com), a provider of vertical, market-specific on-premise and on-demand software applications and services for the Food and Beverage, Multi-Channel Retail and Distribution industries, today announced its customer, Peet's Coffee & Tea (www.peets.com), was recognized by Microsoft® with a 2011 Microsoft Dynamics Customer Excellence Award for excellence in Evangelism. Peet's will be honored by Microsoft executives at an awards luncheon on Monday, April 11, at convergence 2011 Atlanta, the premier Microsoft Dynamics user conference.

The 2011 Customer Excellence Awards, which are presented in 19 categories, recognize and celebrate Microsoft Dynamics customers that have achieved notable accomplishments using their partner's Microsoft Dynamics solutions.

Working with Microsoft Dynamics certified partner Junction Solutions, Peet's provided feedback to Microsoft on their business management solutions and took the time to engage with other customers or potential customers to share ideas and best practices.

Established in 1997, the Customer Excellence Awards are awarded each year at the Convergence user conference in the United States. Microsoft Dynamics customers, partners and team members submit nominations. Judging teams for each of the categories rated nominations on category specific criteria. Proposed winners for each category were then presented and reviewed by a panel of Microsoft executive judges for final approval. As part of that final review, winning customers were chosen, including the Overall Excellence Award winning customers.

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that help businesses work more effectively.

About Peet's Coffee & Tea, Inc.

Peet's Coffee & Tea, Inc., (PEET), is the premier specialty coffee and tea company in the United States. The company was founded in 1966 in Berkeley, CA by Alfred Peet, an early tea authority who later became widely recognized as the grandfather of specialty coffee in the U.S. Today, Peet's Coffee & Tea offers superior quality coffees and teas in multiple forms, by

sourcing the best quality coffee beans and tea leaves in the world, adhering to strict high quality and taste standards and controlling product quality through its unique direct store delivery selling and merchandising system. Peet's is committed to strategically growing its business through many channels while maintaining the extraordinary quality of its coffees and teas. For more information, visit www.peets.com.

About Junction Solutions

With offices throughout the U.S. and U.K., Junction Solutions provides vertical-specific on-premise and on-demand software applications and services that help organizations enhance operational performance, reduce costs, expand delivery channels and strengthen relationships. Built on Microsoft Dynamics® AX and designed specifically for Food & Beverage, Multi-Channel Retail and Distribution companies, Junction Solutions' innovative offerings focus on enterprise resource planning, (ERP), supply chain management (SCM – demand, order, warehouse, yard and distribution management), human capital management, merchandising, order entry management, call-center management, eCommerce engagement and fulfillment. The company was named 2010 Microsoft Dynamics® Retail Partner of the Year. For more information, please visit www.junctionsolutions.com.

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