

Students - Get Upsized at Blenz with SPC Card!

Vancouver, BC – October 27, 2009 On August 1, 2009, Blenz Coffee entered a partnership with SPC Card, formerly Student Price Card – the popular student loyalty program that offers great deals to card holders at participating retail outlets.

SPC Card is available to students of all ages, and can be purchased online, at schools, and participating retailers across Canada. SPC Card holders then have access to special deals and offers from various merchants; all they have to do is flash their card and their student ID. At just \$8.50, SPC Card is the best budget crunching item for Canadian students; and with over 655,000 members aged 14 – 24 across Canada, and over 100 national and local retailers and restaurant chains participating in the program, it is apparent that the SPC Card is recognized by students and retailers both as a great deal.

Blenz is one of the local retailers offering SPC Card holders more value for their buck. This is the first time Blenz has partnered with this loyalty program, and this partnership will bring Blenz brand awareness to the youth community in BC. “Partnering with SPC is a great opportunity for Blenz to expand our market share, as we have not specifically targeted this age group before,” commented George Moen, President of Blenz Coffee. “We are happy with the results so far and are excited to see more students choosing Blenz as their beverage destination.”

Blenz is offering a “Free Upsize” to SPC card holders. The offer is valid for all Blenz beverages on their menu at all 55 locations in BC.

About SPC Card™

SPC Card is Canada’s youth shopping loyalty program featuring over 110 coalition partners across mall chains, boutiques, big box retailers and quick service restaurants. SPC Card, formerly Student Price Card, was founded in 1992 and has provided savings to over 4 million Canadian youth.

About Blenz The Canadian Coffee Company Ltd™

Blenz The Canadian Coffee Company Ltd is a premium retailer of handcrafted coffee, organic teas and other innovative specialty beverages. All of Blenz Coffee’s beverages are made in-store from only the highest quality ingredients available. Blenz Coffee’s commitment to serving a great cup of coffee, providing an excellent customer experience, and providing world-class staff training, has fuelled its growth from its inception. Blenz Coffee operates a network of franchise locations in British Columbia and abroad including Japan and the Philippines.

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