

For immediate release

BLENZ COFFEE APPOINTS GEORGE MOEN AS NEW PRESIDENT

VANCOUVER, BC – February 6, 2007 – Blenz the Canadian Coffee Company Ltd. announced today that George Moen has been appointed as the new President effective immediately. Mr. Moen, a seasoned executive with extensive experience in marketing and business development including twenty-five years in franchise development, has held executive level positions at some of British Columbia's most respected companies.

"I am excited about the opportunity to once again work with an aggressive leading edge company such as Blenz," said George Moen.

Mark West, the company's outgoing President, is not leaving the company. George Moen is happy to report that Mr. West will be a key franchise partner. He will spearhead major marketing opportunities, and operational and product development initiatives which will be released in 2007-2008.

About Blenz The Canadian Coffee Company™

Blenz Coffee is a premium retailer of coffee, tea and other innovative, delicious specialty beverages, all made in-store with the highest quality ingredients available. Blenz operates a network of 82 franchised locations, 47 in British Columbia, Canada and 35 international stores in Japan, China, United Arab Emirates and Kuwait. Blenz Coffee is proudly Canadian.

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