



FOR IMMEDIATE RELEASE

Espressi, Inc. Tells Espresso Drinkers, “Take It To Go.” Literally.

The mypressi TWIST™, the world’s first state-of-the-art handheld espresso machine, debuts at the 21st Annual Specialty Coffee Association of America Conference & Exhibition

ATLANTA (April 16, 2009) – Today Espressi, Inc. unveiled the mypressi TWIST™, a revolutionary new espresso maker that will change the way America drinks coffee. Using a unique pneumatic engine, the sleek perfectly-portable mypressi TWIST eliminates the coffee-line wait, the high price tag for quality machinery and the on-the-road “where am I going to get my coffee” quandary. Debuting this week at the 21st Annual Specialty Coffee Association of America (SCAA) Conference & Exhibition, the mypressi TWIST is expected to hit store shelves this fall and sell for approximately \$169 US.

“The mypressi TWIST is the first portable, personal espresso maker to deliver superior espresso quality – anytime, anyplace. Our revolutionary patent-pending pneumatic delivery system provides the ideal espresso extraction pressure without manual pumping,” states Stephen O’Brien, Espressi, Inc. CEO and creator of the mypressi TWIST. “The TWIST has exceeded expectations by consistently delivering espresso with ideal aroma, flavor, color and crema; all from a small machine that weighs just two pounds. This really is the first quality espresso machine that allows you to say, ‘I’ll take it to go’. I invite any coffee connoisseur or barista to put the mypressi TWIST to the test.”

Stylish, lightweight and effortless to use, the TWIST has no need for external power, making it an ideal portable companion for the creation of delicious espresso or espresso-based drinks. Delivering superior power in a machine that is small and light enough to fit easily into a briefcase, backpack or handbag, the mypressi TWIST is notably different from other handheld machines on the market. The TWIST delivers a minimum of 135 psi (pounds per square inch), or just more than nine bars of pressure throughout the entire shot. This is the ideal pressure for perfect espresso extraction, ensuring the shot is at its peak in flavor, aroma and color.

(more)

Espressi, Inc.
2580 N 1st Street, Suite 130
San Jose, CA 95131
1.877.8947845
www.mypressi.com

Working equally well with fresh coffee grounds or ESE coffee pods (with optional adapter) the mypressi TWIST uses small standardized gas cartridges—commonly used for whipped cream or soda water—and hot water to create its signature shot. A single cartridge produces approximately four double shots of espresso for just cents per shot, making the TWIST as cost effective as it is convenient.

To operate the mypressi TWIST, simply insert a cartridge into the pressure chamber, fill the basket with fresh ground coffee or a coffee pod, and fill the upper compartment with hot water. With a simple pull of the trigger the TWIST produces one or two shots of espresso perfection ready to be enjoyed alone, or as the base for any coffee beverage. The TWIST has an easy-to-clean design, ensuring that even after months of use there are no residual oils to oxidize or spoil subsequent shots.

During the 21st Annual SCAA Conference (April 16-19) Espresso, Inc. will be located on the main floor of the exhibit hall in booth 1630. Fresh mypressi TWIST espresso shots will be available for sampling. Attending media interested in scheduling a meeting with Espresso, Inc. founder Stephen O'Brien are encouraged to contact Caitlin Haedicke at (206) 957-8305 or caitlin@duopr.com. The mypressi TWIST will be available fall 2009 at select retailers and is offered immediately for presale at www.mypressi.com.

Editor Note: Media interested in receiving mypressi TWIST™ photography or a product for review should contact Caitlin Haedicke at caitlin@duopr.com.

About Espresso, Inc.

At Espresso, we love quality coffee. So much so, we created the world's perfectly-portable espresso maker. The first in a line of products born from a passion for espresso, the mypressi TWIST™ is stylish, lightweight and effortless to use. Delivering an extraordinary coffee experience—almost instantly—the mypressi TWIST uses a revolutionary pneumatic engine to provide perfect espresso time after time. It is small enough to fit into a briefcase or handbag and requires no external power source. It is the ideal companion for the creation of perfect espresso or espresso-based drinks. In every way the mypressi TWIST finally delivers on the promise of quality coffee on the go. The mypressi TWIST will launch in the U.S. fall 2009. For more information or pre-ordering details, visit us online at www.mypressi.com.

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For more information, press only:

Caitlin Haedicke • Duo PR for Espresso, Inc. • 206.957-8305 • caitie@duopr.com

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San Jose, CA 95131
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www.mypressi.com