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Concordia Coffee Systems appoints Heidi A. Sinclair as independent member of its Board of Directors

Concordia Coffee Systems, the worldwide leader in quick-serve espresso and gourmet beverage systems, announced today the appointment of Heidi Sinclair to the company's Board of Directors. "Heidi adds incredible depth of business, marketing and leadership strength to our company," states David Isett, Concordia's president. "We are very pleased that Concordia was able to attract a leader with the extraordinary global reach, relationships, and knowledge that Heidi has developed over her impressive career."

Heidi Sinclair, Chief Executive Officer of her own strategic marketing and brand development organization, is a highly respected 25-year communications and marketing veteran who combines insightful strategic consulting with operational strength. Most recently, Ms. Sinclair served as Chief Communications Officer for the Bill & Melinda Gates Foundation, with responsibility for the Foundation's communications to all stake holders and the general public globally. Ms. Sinclair was a member of the foundation's Management Committee. She also has been the personal advisor to Bill and Melinda Gates on all communications matters. Prior to the foundation, Ms. Sinclair was CEO for Europe, Middle East and Africa with oversight for 18 Burson-Marsteller operations and 33 affiliate operations across Central and Eastern Europe, Africa and Russia. Ms. Sinclair was Global Chairman of Technology for Burson-Marsteller, where she spearheaded the work of a global team working on technology clients in over fifty countries. She served as Global Client Leader for several of Burson-Marsteller's largest clients including SAP, HP, Sun and Apple. Ms. Sinclair graduated from Stanford University with an A.B. in English. She is a four-time Young Entrepreneur award winner, and has been the recipient of numerous marketing and communications honors. She is a member of the Young/World President's Organization; the International Women's Forum and frequently writes and talks about the future of brands and media.

"I was immediately impressed with David Isett, and the passion and ingenuity of the Concordia team. They have figured out how to deliver an amazing cup of coffee at the push of button," said Heidi Sinclair, CEO, Heidi Sinclair & Co. "Concordia is poised to shake up the beverage business with its technology, and I am thrilled to be associated with the company," Heidi added.

Concordia Coffee Systems provides high quality specialty coffee and "gourmet-to-go" beverage solutions for self serve and "barista-free" environments. Active in multiple worldwide markets, the company has thousands of customers pouring millions of drinks, on a daily basis within premiere c-store, hotel and restaurant chains, college campuses, health care and corporate dining facilities.

The company is located at 1287 120th Ave. N.E., Bellevue, Wash. 98005. Telephone: 425-453-2800 and toll-free 800-995-9019. Web site: www.concordiacoffee.com - email: contactus@concordiacoffee.com

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