



For Immediate Release

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**Arianna Huffington Presents Keynote Speech at the
Specialty Coffee Association of America Exposition, April 15**

***Huffington Keynote Presentation Kicks Off
World's Premier Coffee Event in Anaheim, Calif.; Tickets On Sale to the Public***

LONG BEACH, Calif. U.S.A. (Feb. 11, 2010)—Arianna Huffington headlines the Specialty Coffee Association of America's (SCAA) 22nd Annual Exposition opening ceremonies, April 15 from 5:30 to 7 p.m. at the Anaheim Convention Center. As SCAA's 2010 keynote presenter, Huffington is set to present "How to Be Fearless in Uncertain Times." The presentation is open to the public and tickets are \$45; or one day pass tickets that include full access to the show floor as well as the keynote presentation are also available for \$45. SCAA is the world's coffee authority and largest coffee trade association. Visit www.scaalexposition.org to register.

Huffington's SCAA presentation, for coffee professionals and the local community, explains how to thrive in the face of adversity. Her session provides real-world tools and a powerful perspective on how overcoming one's fears is particularly crucial in a challenging economic climate. Huffington says that in today's uncertain times, it's hard to figure out what's best for yourself, your employees and your business. Her "How to be Fearless" presentation challenges the coffee and tea industry to dare to think new thoughts, take big risks, embrace failure and start again. Huffington believes this will ultimately lead both people and businesses through the toughest of times.

The keynote presentation is just one of the highlights at SCAA's 22nd Annual Exposition & Symposium opening ceremonies. Also taking part, coffee expert Daniele Giovannuci, co-founder of the Committee on Sustainability Assessment, looks at "Optimism and Opportunity in Specialty Coffee." In addition, the Opening Ceremonies feature SCAA's 2010 Portrait Country: Guatemala. The country has more than 90,000 coffee growers, cultivating coffee within an agro-forestry system that protects biodiversity, air, soil and water resources.

As the industry's premier coffee event, the conference features in-depth educational sessions, hundreds of exhibit booths, the United States Barista Championship and the Coffees of the Year Competition.

Complete conference details are available at www.scaaexposition.org. Questions? Call 562-624-4100 or e-mail info@scaa.org.

About SCAA

For more than a quarter of a century, the Specialty Coffee Association of America (SCAA) has offered its members education, training, resources and business services. It is the world's largest coffee trade association, with members representing more than 40 countries and every segment of the specialty coffee industry, from growers to roasters and retailers. The SCAA has also been at the forefront of developing and promoting specialty coffee, and is committed to meeting the challenges of a rapidly changing industry by setting and maintaining standards, expanding professional certification programs, conducting industry-specific research, and providing even more opportunities to connect, exchange, and work together so our industry continues to thrive.

About Arianna Huffington

Arianna Huffington is a distinguished entrepreneur, nationally syndicated columnist and author of 12 books. She is widely recognized as the co-founder and editor-in-chief of The Huffington Post, an extensively read news and blog site and one of the most linked to and frequently-cited media brands on the Internet. With a master's degree in economics from Cambridge University and real world experience running the highly successful Huffington Post, Huffington is considered by some as an expert at showing people how to succeed amidst hardship. A sought-after speaker, she's also co-host of *Left, Right & Center*, public radio's popular political roundtable program. Huffington regularly speaks to the press and appears on television programs such as: *The Oprah Winfrey Show*, *Larry King Live*, *Good Morning America*, *The Daily Show with John Stewart*, *The O'Reilly Factory*, *Real Time with Bill Maher* and *Nightline*. She's also one of *Time Magazine's* "Time 100" from 2006, the magazine's list of the world's 100 most influential people; one of *Forbes'* picks for the most influential women in media for 2009; and No. 42 in *The Guardian's* Top 100 in Media list.

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NOTE TO EDITOR: To register for "The Event," SCAA's 22nd Annual Exposition & Symposium, contact Aaron Kiel at akiel@akprgroup.com or request a press pass online at www.scaaexposition.org.