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January 17, 2007

VIA E-MAIL

Mr. Paul W. Steinberg
14 East Fourth Street
New York, New York 10012-1141
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RE: Cuppy's Coffee & More

Dear Mr. Steinberg:

My firm is franchise counsel for Cuppy's Coffee & More ("Cuppy's"). I have recently become aware of some blog postings on Bluemaumau relating to Cuppy's and Java Jo'z. There seems to be a misunderstanding about Cuppy's relationship with Java Jo'z. As an initial matter, I have never represented Java Jo'z, and I have no association with it or its owner, Mr. Snowden. I do, however, represent Cuppy's, whose affiliate Medina Enterprises purchased assets of Java Jo'z, including the logo and various other property. The relationship between Cuppy's and Java Jo'z was this asset purchase.

After purchasing assets of Java Jo'z, Cuppy's established a new franchise system under the Cuppy's Coffee & More name, using the old Java Jo'z logo as well. The former owners of Java Jo'z have no interest in or control over Cuppy's. When Cuppy's bought assets of Java Jo'z, it also kept on some of Java Jo'z employees. Cuppy's did not feel the need to terminate everyone who had worked with Java Jo'z and believed it would not have been fair to do so.

There have been a number of negative comments posted about alleged conduct of Java Jo'z. I believe all the conduct at issue relates to activities by Java Jo'z, not Cuppy's. The conduct being complained about has simply nothing to do with Cuppy's, and implications that there is some conspiracy at work between Java Jo'z and Cuppy's are simply unfounded. In fact, Cuppy's has recognized that some Java Jo'z licensees may be unhappy with their situation and has offered them the opportunity to convert to Cuppy's if they so desire.

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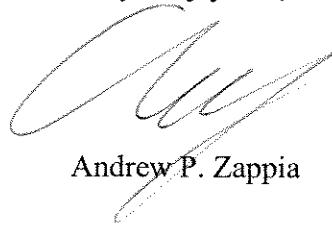
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I would be happy to discuss these issues further if you wish to contact me. However, I want to make you aware of the facts here because some of the statements posted are inaccurate and impugn the reputation of Cuppy's. I am also concerned that some blog postings may have encouraged others to post defamatory statements asserting that certain individuals are criminals. As you know, accusing anyone of criminal conduct is per se defamatory. For all these reasons, I would ask you to please refrain from making inaccurate statements in your blog postings about Cuppy's or its employees.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Andrew P. Zappia', is written over the typed name below.

Andrew P. Zappia

APZ:smf