



Second Cup Launches Foster Parents Plan Water **- Pours support into clean water for children in coffee-growing countries -**

TORONTO, May 4, 2006 – Building on the company’s long history of incorporating a social conscience into its corporate identity, The Second Cup Ltd. has developed and introduced Foster Parents Plan pure spring water, a new bottled water that will help Canadians provide children in developing countries with access to clean drinking water.

Available only at Second Cup cafés starting mid April, every time a bottle of Foster Parents Plan pure spring water is purchased, a ten cent contribution will be made to the Children’s Clean Water Project operating in key coffee-growing regions around the world.

Second Cup is the first to offer ‘water for a cause’ in Canada, which is a unique way of supporting a charitable partner. The water will actually be branded with the Foster Parents Plan’s name and only for sale at Second Cup cafes.

“As a long time supporter of Foster Parents Plan, Second Cup is sensitive to the dire situation children face when it comes to water and are committed to promoting healthy communities in these developing nations,” said Bruce Elliot, President, Second Cup.

Second Cup’s appreciation for the need for clean, clear water required to grow quality coffee also provided a strong foundation for this very logical partnership.

Access to clean water is a basic necessity for survival, yet today almost 20 per cent of the world’s population lack access to safe drinking water. Waterborne diseases affect more than five million people a year in developing countries and more than 6,000 children a day are lost as a result of drinking dirty, contaminated water.

“We truly take water for granted in Canada compared to many other areas of the world,” said Rod Black, Rod Black Broadcaster and Volunteer Foster Parents Plan spokesperson and dedicated sponsor. “Children in other countries often have to walk up to ten kilometers in search of clean drinking water each day. Not only is the task exhausting and time-consuming, the water they collect is frequently unsafe which can contribute to illnesses that, all too frequently, result in death.”

Second Cup's support of the Children's Clean Water Project helps prevent waterborne illness through sanitary awareness programs, gives children more access to clean water through well construction, provides training for community members about how to maintain the wells so that a safe water supply is available year-round.

As a proud supporter and leading corporate donor, Second Cup's affiliation with Foster Parents Plan dates back to 1995. Up to 400 children in the coffee-growing countries including Guatemala, Indonesia, Colombia and Kenya have been sponsored by Second Cup's network of franchisees. Through child sponsorship and additional gifts, Second Cup's contributions have surpassed the \$1 million mark.

The 710mL Foster Parents Plan pure spring water with sport cap will retail for approximately \$1.95.

About Foster Parents Plan Canada

Foster Parents Plan Canada is part of Plan, an international, humanitarian, child-centered development organization without religious, political or governmental affiliations. Child sponsorship is the basic foundation of the organization.

About Second Cup

Second Cup operates more than 360 cafés across Canada serving specialty coffee, food, and unique and stylish gift ideas. For more information visit www.secondcup.com.

**Second Cup.
Independently owned. Uniquely Canadian**

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A second photo is available of Bruce Bruce Elliot, President, Second Cup Limited, along with Rosemary McCarney, President and CEO, Foster Parents Plan, and Rod Black, Broadcaster and Foster Parents Plan volunteer.

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