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NEW NESPRESSO BOUTIQUE BAR HEATS UP MIAMI

***Nespresso* Expands its International Luxury Boutique Network with the Opening of a New Boutique Bar on Miami Beach's Premier Pedestrian Promenade**

(MIAMI) — April 21, 2010 — *Nespresso* – the worldwide pioneer in premium portioned coffee – celebrates the opening of its first Boutique Bar in Miami Beach. The new *Nespresso* Boutique Bar joins Miami Beach's premier pedestrian promenade as part of the highly anticipated 1111 Lincoln Road structure by famed architects Herzog & de Meuron.

"The opening of the flagship *Nespresso* Boutique Bar in Miami marks a new stage in the expansion of the brand on the international scene," said Frederic Levy, President of *Nespresso* North America. The Boutique concept is a very successful model worldwide, and in 2010, *Nespresso* plans to expand its network of boutiques from 191 to more than 230. Europe, Asia, and North and Latin America will be the theatre of new implementations, as *Nespresso* continues its international success story." Levy goes on, "We are excited to further establish an even stronger brand presence in the United States and bring *Nespresso* to Miami's discerning coffee aficionados."

The *Nespresso* Boutique Bar in Miami Beach is the latest indication of the brand's continued worldwide growth. In 2009, *Nespresso* saw its retail network reach to more than 190 boutiques, delivered sales of CHF 2.77 billion to achieve sales growth of more than 22 percent and watched *Nespresso* Club membership grow to more than seven million worldwide. *Nespresso* continues to be the fastest growing brand in the Nestle Group with an average annual growth rate of 30 percent since 2000.

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About Nestlé Nespresso SA

Nestlé Nespresso SA, the worldwide pioneer and market leader in highest-quality premium portioned coffee, introduces consumers to the world's finest Grand Cru coffees to be enjoyed in the comfort of their own homes and savoured outside the home, in locations such as gourmet restaurants, upscale hotels, luxury outlets and offices. As a company, *Nespresso* is driven by core competencies that enable it to create highest-quality Grand Cru coffees, long lasting consumer relationships and sustainable business success. The *Nespresso* offer focuses on its unique Trilogy, the unmatched combination of exceptional coffee, smart and stylish coffee machines and personalised customer service. Together, these three elements deliver moments of pure indulgence – the *Nespresso* Ultimate Coffee Experiences. Headquartered in Paudex, Switzerland, with more than 4,500 employees, Nestlé Nespresso SA sells products in more than 50 countries directly to its customers. At the end of 2009, it operated a global retail network of more than 190 exclusive boutiques in key cities around the world. For the fourth consecutive year, *Nespresso* is one of the fastest growing brands within the Nestlé Group and one of its "billionaire brands." In 2009, *Nespresso* achieved global sales of CHF 2.77 billion, maintaining an average annual growth rate of 30 percent since 2000. For more information, visit www.nespresso.com.

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