



For Immediate Release

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**KFOG Live From the Archives 17 on sale November 1st.
Benefit CD will be sold at Bay Area Peet's Coffee & Tea Locations**

(SAN FRANCISCO BAY AREA – October 18, 2010) KFOG Live from the Archives 17 will be available Monday, November 1st at all Bay Area Peet's Coffee & Tea retail locations.

KFOG and Peet's have come together for a 4th year in the fight against hunger. A cause that's become even more prevalent today's economic environment. Proceeds benefit the 7 Bay Area Food Banks that represent the 9 Bay Area counties. Sales of the CD have contributed over \$4,000,000.

KFOG Live From the Archives 17 will feature 12 tracks including:

1. Michael Franti & Spearhead **"The Sound of Sunshine"**
2. Brandi Carlisle **"Dreams"**
3. Ray LaMontagne **"Jolene"**
4. Train **"Save Me San Francisco"**
5. John Butler Trio **"One Way Road"**
6. Ziggy Marley **"Love is My Religion"**
7. ALO **"I Love Music"**
8. Greg Laswell **"Take Everything"**
9. Sarah McLachlan **"Possession"**
10. Jackie Greene **"Medicine"**
11. The Dead **"I Know You Rider"**
12. Kenny White **"Gotta Sing High"**

Cover art is available at: <http://www.sfcumulus.com/stylesheets/kfog/>

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Peet's Coffee & Tea, Inc., (PEET), is the premier specialty coffee and tea company in the United States. Peet's buys the highest quality beans in the world, artisan roasts every bean by hand to order, and delivers all of its coffee quickly for superior freshness no matter where it is sold. Founded in 1966 in Berkeley, Calif. by Alfred Peet, who is widely recognized as the grandfather of specialty coffee in the U.S., Peet's has a rapidly growing, passionate customer following that seeks out Peet's coffees wherever they go. Peet's is committed to strategically growing its business through many channels without compromising the extraordinary quality of its coffee. For more information about Peet's Coffee & Tea, Inc. visit www.peets.com