

MEDIA ALERT

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ST. LOUIS IS TESTING THEIR TASTEBUDS:

Free Coffee at Metrolink Stops to Test Consumers' Responses to New Coffee

WHO: *Metrolink* and some of your favorite local radio stations are helping to introduce a new and improved brew of coffee.

WHAT: A new quality coffee is making a debut in St. Louis. *Metrolink/Metro Bus* passengers will get to try samples starting on Monday, September 25th.

HOW: The taste test will be conducted by an event marketing team and each participant will have to decide if the coffee was brewed by a gourmet shop, a bakery, supermarket, a fast food restaurant or a gas station.

All participants will receive a coupon for a FREE cup of coffee, after guessing the type of coffee that is being sampled, as well as have the opportunity to win prizes from the various radio stations. The brand of coffee will be revealed to each participant once they have sampled the coffee. Participants will have to sign a release waiver, for the opportunity to be a part of a commercial to help promote the coffee.

WHERE/ The taste testing events will take place every Monday starting on

WHEN: September 25th and will end on October 23rd. (*Schedule below*)

<u>Date</u>	<u>Time</u>	<u>Metrolink Location</u>	<u>Radio Station</u>
9/25	8am-9am	Forest Park/DeBaliviere	Z 107.7
10/2	9am-10am	North Hanley	100.3 The Beat
10/9	8am-9am	Clayton	106.5 The Arch
10/16	7am-8am	Civic Center	105.7 The Point
10/23	8am-9am	Brentwood I-64	93.7 The Bull

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