

Insight International, USA

5789 Main Street
Williamsville, NY 14221
716.308.6208

www.insightinternationalusa.com

Media Contact: Sabina Ramsey
CEO, Insight International
716.308.6208

IMMEDIATE RELEASE
September 25, 2010

GOLDEN CUP COFFEE CO. BREWING SOMETHING NEW FOR BUFFALO

Larry Stitts, owner of Golden Cup Coffee Co., had a clear vision when he set out last year to roast and sell delicious unique coffee from a storefront in downtown Buffalo. That vision has come to fruition today. Thank you to all who are able to join us at the Grand Opening. This is an exciting day.

Not only is Larry Stitts opening an independent coffee business on the East Side of Buffalo, he is the first African American to create and operate a coffee roasting business in Buffalo. His vision is not only to serve the Jefferson Avenue community and surrounding businesses. Mr. Stitts intend to target the national market by offering his coffees online. Churches, schools and non-profit organizations can also benefit by working with Golden Cup Coffee in terms of their fundraising package.

For more than a year, Insight International, a full-service marketing and Web design company, has helped Mr. Stitts execute his vision. We took Mr. Stitts' initial idea and helped him develop a marketing strategy and branding for Golden Cup. We provided all the print materials needed to get the company up and running and also created long Golden Cup's e-commerce site and its event display.

Golden Cup Coffee Company Inc. has been an excellent partner to work with. Mr. Stitts is a great leader with a clear vision of what he wants to offer his community, where he wants to go and who he should bring along. It has been a true pleasure for Insight International USA LLC to be a part of this journey and to see this venture grow. We hope to be there for Mr. Stitts in the future for any venture he takes on.

First and foremost, we will help Golden Cup become a successful company. We know Larry Stitts will make it work for him. He has a great team on board.

###