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## Lights, Cameras, CafeVivo Coffee At The Tony Awards, Says Affnet

For Immediate Release

ORANGE, Calif./EWorldWire/June 11, 2007 --- The Tony Awards celebrate the glitz, the glamour, and above all, the astounding theatrical talent that takes place live on stage, night after night. Cafe Vivo, the innovative coffee brand from Affnet.com, celebrates coffee the same way and is featured in this year's gala gift basket. In true Tony fashion, the gala gift baskets are filled with an electrifying array of spotlighted products including Cafe Vivo coffee. While only a handful will have their dreams realized on stage tonight, Affnet.com has created a product that fulfills what so many people have aspired to day after day: finding that perfect cup of coffee.

What exactly is behind that bag of Cafe Vivo found in the gala gift basket? Cafe Vivo is purveyor of the finest coffee from across the Globe. Coffee beans are handpicked from the finest farms in Europe, South America and Africa where coffee history and knowledge is as rich as the bountiful as the soil. The coffee roaster is a California Certified Organic Farmers (CCOF) certified coffee roaster, and the company provides the widest and freshest varieties of fair trade blended, organic, and specialty coffees. Even the coffee beans are of specialty grade and are considered a "one" in terms of the standard rating system - one being the best, that is.

Beyond Cafe Vivo's exceptionally flavored coffee, the brand also provides a fresh take on the coffee lifestyle. Cafe Vivo is the end of waiting in long lines for a mediocre cup of overpriced coffee and the beginning of bringing the public the finest roasts in the world, directly to the doorstep. Ordering is the easiest part. Visit [www.cafevivo.com](http://www.cafevivo.com) to sign up for a coffee membership in just a few simple steps. In a matter of days, buyers will receive coffee, prepared and packaged to ensure optimum flavor and freshness.

Who's the brainchild behind Cafe Vivo? Advertising experts and coffee enthusiasts, Affnet.com - a leader in online performance-based marketing and respected full service online advertising agency. Cafe Vivo is the highly anticipated one-stop online shop for coffee lovers - and also those who don't know they're about to become coffee aficionados. Affnet.com launched the site in May, 2007, to positive feedback and immediate sales spikes.

Cafe Vivo is the end to waking up a half and hour early just to shuffle through crowded lines and attempt to decipher artificial product jargon - all for of a so-so cup of Joe. The coffee world has transformed, with the focus now on quality and comfort. Cafe Vivo coffee experts appreciate every nuance of process, packaging, and most importantly, taste - the very nuances that are often overlooked by most coffee companies. Those not one of the lucky ones walking away with a gala gift basket from the Tony's this year should know that being a member of Cafe Vivo means one receives an unparalleled product and superior service, anytime of the day, and from anywhere in the world. Welcome to Cafe Vivo - nowhere else will you find such ease and enjoyment - in every cup of coffee.

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