

EXHIBIT 7

From: Schwarz, Stephen J
Sent: Monday, December 20, 2010 3:04 PM
To: Medina, Rosalma
Cc: Coleman, Abby R
Subject: FW: Seattle's Best - News America Follow Up

FYI and follow up

Thanks,

Stephen

From: Eric Long [mailto:ELong@seattlesbest.com]
Sent: Monday, December 20, 2010 2:58 PM
To: Schwarz, Stephen J
Cc: Heather Caterson
Subject: FW: Seattle's Best - News America Follow Up

Hi Stephen –

Here are the images of the down the aisle and the FSI. The down the aisle creative is fully approved; we've asked if Kraft has submitted to News America. The FSI is still being worked on.

Thanks – Eric

ERIC LONG

category manager, Packaged Goods
Seattle's Best Coffee
206.318.6841 office ♦ 206.446.6324 cell ♦ 206.318.0768 fax

From: Eric Long
Sent: Friday, December 17, 2010 12:02 PM
To: 'Cloonan, Austin'
Subject: RE: Seattle's Best - News America Follow Up

Thanks Austin –

Attached is a deck showing our planned program timing as well as creative assets:

- Coffee Aisle Take-over – Cycle 3 & 4 – Feb 28 – Apr 24, 2011
- FSI – Mar 6, 2011

The creative assets for down the aisle are about 98% complete and hopefully will be submitted. The FSI creative will need to be finalized.

We will just want to make sure that we can reserve and execute these transactions if things fall through.

Best – Eric

ERIC LONG

category manager, Packaged Goods
Seattle's Best Coffee
206.318.6841 office ♦ 206.446.6324 cell ♦ 206.318.0768 fax

From: Cloonan, Austin [mailto:ACloonan@newsamerica.com]
Sent: Friday, December 17, 2010 11:35 AM
To: Eric Long
Subject: RE: Seattle's Best - News America Follow Up

Hi Eric,

In addition to my recent voicemail, I wanted to follow up with you and see if you could please send me the list of in-store programs that Seattle's Best is planning to execute during Cycle 3 (February 28th – March 27th) and Cycle 4 (March 28th – April 24th)? As we discussed yesterday, I would like to understand which in-store programs you are planning so I can provide you with the specs for each in-store tactic.

Also, I am attaching News America's 2011 In-Store Program Schedule for your review. I would be happy to discuss this with you if you would like and answer any of your questions.

Thanks!

Austin Cloonan | Account Director | Custom Media

Office: 310.407.2516, Cell Phone: 310.994.8338

Email: acloonan@newsamerica.com

From: Cloonan, Austin

Sent: Thursday, December 16, 2010 4:56 PM

To: 'Eric Long'

Subject: RE: Seattle's Best - News America Follow Up

Hi Eric,

I believe I lost you. If you would like give me a call back, I will be in the office for the next 15-20 minutes.

Also, I am going to call my counterpart tomorrow morning and check in on the status of the in-store artwork files for your upcoming in-store programs. I will let you know what I find out as soon as I have an update.

Thanks!

Austin Cloonan | Account Director | Custom Media

Office: 310.407.2516, Cell Phone: 310.994.8338

Email: acloonan@newsamerica.com

From: Cloonan, Austin

Sent: Thursday, December 16, 2010 12:01 PM

To: 'Eric Long'

Subject: RE: Seattle's Best - Good talking with you...

Hi Eric,

Thank you for the call and providing me with your contact information. It was very nice speaking with you as well! Feel free to contact me anytime with any questions you may have.

Also, I will follow up ASAP with the information I found out regarding the in-store programs currently contracted and set to execute during the March – April time frame and if the 3/6 FSI is contracted.

Thanks!

Austin Cloonan | Account Director | Custom Media

Office: 310.407.2516, Cell Phone: 310.994.8338

Email: acloonan@newsamerica.com

From: Eric Long [<mailto:ELong@seattlesbest.com>]

Sent: Thursday, December 16, 2010 11:58 AM

To: Cloonan, Austin

Subject: Seattle's Best - Good talking with you...

Austin – Nice talking to you today. Thanks for your help and we'll be chatting soon.

Best – Eric

ERIC LONG

category manager, Packaged Goods

Seattle's Best Coffee

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