



Second Cup Announces Resignation of Chief Financial Officer

MISSISSAUGA, ON; Monday, December 8, 2014 / CNW / — Today, The Second Cup Ltd. (TSX: SCU) announced that Mr. Steven Boyack will resign as Chief Financial Officer of Second Cup effective January 2, 2015. “I sincerely thank Steve for his contributions to Second Cup,” said Alix Box, President and Chief Executive Officer, The Second Cup Ltd. “We appreciate his efforts and wish him the very best in his future endeavours.”

Second Cup is engaged in a search for a new Chief Financial Officer.

About Second Cup

Founded in 1975, The Second Cup Ltd. (TSX: SCU) is a Canadian specialty coffee retailer operating over 345 cafés across the country. All of the approximately 4,000 Second Cup baristas are trained coffee experts who handcraft over 1 million beverages every week, and are committed to ensuring excellence in every cup and the very best customer experience. For more information, please visit www.secondcup.com or find us on Facebook and Twitter.

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