

Second Cup announces appointment of new Chief Financial Officer

Written by Australian Business

TRADING SYMBOL: The Toronto Stock Exchange - SCU

MISSISSAUGA, ON, Sept. 11, 2013 /CNW/ - The Second Cup Ltd. ("Second Cup" or the "Company") today announced that it has appointed Steve
Boyack

, CPA, CA as Vice President Finance and Chief Financial Officer. Mr. Boyack joins Second Cup most recently from The Source holding the positions of Senior Vice President Sales & Operations and prior to that Chief Financial Officer. Mr. Boyack has a diverse retail, food and beverage background including holding senior finance positions at Prizm Income Fund, West 49 Inc. and TJX Canada after starting off his career in the consumer packaged goods industry with Kraft and The Quaker Oats Company. Mr. Boyack graduated in 1989 with an Honours Bachelor of Business Administration from Wilfrid Laurier University

. Mr. Boyack assumed his responsibilities at Second Cup on June 24, 2013

when he was appointed the same role on an interim basis.

"Steve has an outstanding track record in both retail and consumer packaged goods businesses, including experiences as a member of a senior management team within a franchisee organization and separately as management responsible for a large group of dealers across Canada. We are confident that his experiences and leadership will support our key long-term strategic initiatives, including the loyalty program pilot underway, and overall growth of the café network," said Stacey Mowbray, President and Chief
Executive Officer, The Second Cup Ltd.

About Second Cup®

Founded in 1975, Second Cup® is Canada's largest specialty coffee franchisor operating more than 350 cafés across the country. All 4,000 Second Cup® associates are trained coffee experts who handcraft over 1,000,000 coffee and tea beverages every week, and are committed to ensuring "there's a little love in every cup.®" For more information, please visit

www.secondcup.com

or find us on Facebook and Twitter.

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