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Numi offers decaffeination process that protects antioxidants levels *Supercritical CO2*

Oakland – April 4th, 2008 – Health is the #1 reason that consumers drink tea in the US. Tea's polyphenols offer free radical protection to healthy cells which have shown great promise with cancer and cardiovascular disease. Traditional decaffeination methods remove a good amount of these antioxidants as well leave a potentially toxic residue. After searching for a non-toxic organic process, Numi is excited to offer full leaf teas decaffeinated using the Supercritical CO2 extraction process sometimes referred to as "Effervescence". This process is beneficial, as it does not leave any chemical residues or reduction in flavor while maintaining antioxidant levels. The tea is placed in a pressurized chamber with Carbon Dioxide, an inert gas, pumped in which then locks on and extracts the caffeine from the tea leaves.

Numi's two decaf teas:

Indian Night – Naturally decaffeinated black tea blended with real whole vanilla beans for a rich, satisfying cup. Numi imports whole organic vanilla bean and developed a proprietary process that allows vanilla's natural volatile oils to be absorbed right before tea bagging providing a premium taste not found elsewhere.

Ginger Sun - Combined with refreshing lemongrass and whole pieces of warming ginger, Numi's Ginger Sun evokes a sense of clarity and purity. Ginger is known for its anti-inflammatory aspects while lemongrass acts as a carminative.

Other Processes common to the market:

Decaffeination with H2O - The water decaffeination process is done for many conventional teas. 100 lb batches are put into water for 30-40 seconds and then removed and put into dryers. This process removes 99.9% of the caffeine and results in a 5-6% loss of flavor and health benefits. Most consumers are not aware that they are not getting the same level of antioxidants with decaf.

Decaffeination with Solvents - A chemical solvent is applied to the tea leaf which then dissolves the caffeine. Then the solvent is removed from the tea but there is some residual left. Common solvents that are used to decaffeinate tea are Methylene Chloride, used in industrial processes like paint stripping and Ethyl Acetate, an irritant to the eyes and respiratory tract according to OSHA.

Numi Organic Tea

Sugg. Retail: \$6.99/box of 16 tea bags

Visit www.numitea.com for a store locator.

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Numi Organic Tea, founded in 1999 by brother-and-sister duo Ahmed and Reem Rahim, holds a prominent place in the specialty tea aisle with high-quality USDA Organic and Fair Trade Certified teas that deliver on taste and quality. Numi Organic Tea sources directly to procure the highest quality, premium full tea leaves and herbs and uses only 100% real ingredients for a purity of taste. Numi is a leader in sustainability, recognized four years in a row by Waste Reduction Awards Program (WRAP) of California, and is a Founding B Corporation, creating benefit for shareholders, employees, the community and the environment.

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