

MEDIA ANNOUNCEMENT

Contact: Jennifer Rudolf

jrudolf@numitea.com, (510) 533-8720 ext. 11

Flowering Tea goes Organic! Beloved tea artistry is now eco-sensitive.

Numi brings to market the very first Certified Organic Flowering Tea. In stores Oct 08



OAKLAND, CA – August 6th 2008- Numi Organic Tea stirred the tea aisle back in 2004 with the launch of its visually enticing, hand-sewn Flowering tea line. Now 4 years later, Numi supports its commitment to triple bottom line practices (people, planet, - profit) with its efforts in creating USDA Organic certification for tea gardens that specifically produce its Exotic Flowering Tea line.

Numi has always been committed to protecting the health and lives of the workers who would otherwise be exposed to the harmful chemicals sprayed on the tea leaves. According to Brian Durkee, Master Tea Taster and Director of Sustainable Operations (Numi), organic tea is healthier too. “(organic tea) is healthier to drink vs. conventional tea because in doing so, you are not absorbing the chemicals into your system that are used in conventional farming. The fact is that in conventional tea production, the pesticides are sprayed directly onto the tea leaves and are never washed off. Therefore, when you infuse a cup of tea, you are also infusing the water with the pesticides that are on (conventional) leaves.”

Exotic Box of Certified Organic Flowering Tea \$13.99 - \$15.99

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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