

FOR IMMEDIATE RELEASE

Contact: Jennifer Rudolf

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

NUMI Organic Tea wins CA State WRAP Award for its eco practices!

Waste Reduction Awards Program - California Integrated Waste Management

Nov 19, 2008 (Oakland, CA) NUMI is honored to again be awarded the California State WRAP Award from the California Integrated Waste Management Board for their achievement in landfill waste reduction. In 2005 Numi won the Wrap Award and the Oakland-based tea company joined a select circle of five top winners of the California Integrated Waste Management Board's WRAP (Waste Reduction Awards Program) of the Year honors, beating out more than 1,200 other WRAP winners in 2006.

"Numi is an innovative company that has recognized its impact and role in helping California sustain the environment while giving customers what they want," said Board Member Rosalie Mulé. "It doesn't take reading tea leaves to see this store's value to the community and state when it comes to setting an example others can follow."

Numi converted its tea boxes to a minimum of 85% post-consumer waste, annually conserving over 5,202 trees and reducing landfill by 334,560 pounds. Numi's re-designed tea boxes include an Eco Audit table on the bottom of the box that identifies its waste reduction. In 2004, Numi also converted all of its marketing collateral to 100% recycled material. From its beginnings, Numi made a conscious choice to eliminate the use of cello-wrap in its packaging and use bamboo for its merchandising.

The Waste Reduction Award Program recognizes Numi, LLC as a California business that has made outstanding efforts to reduce non-hazardous waste and send less garbage to our landfills. "WRAP of the Year" recognizes five of the best examples of these efforts, which serve as waste management models to the rest of their industry.

#

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.

www.numitea.com