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FOR IMMEDIATE RELEASE

## WHOLE LEAF ORGANICS: NEW TEA PYRAMIDS FROM CHOICE ORGANIC TEAS

Seattle, WA, March 12, 2008 — Choice Organic Teas, North America's leading purveyor of exclusively organic teas, announces the launch of Whole Leaf Organics, the largest collection of organic, Fair Trade Certified™ tea pyramids on the market today. Packed in eco-friendly, biodegradable tea pyramids, this product line brings an artful new shape to the organic tea experience. Available May 2008, the first taste will come at Natural Products Expo West in Anaheim, CA from March 14-16.

Loose leaf teas are often considered by tea connoisseurs to be the finest way to enjoy a cup, as the unfurling of the full tea leaves allows complex flavors to come to the forefront. With extra room inside each tea pyramid, Whole Leaf Organics achieves this same quality but with the added convenience of a tea bag. The line includes eight varieties of traditional blends and new favorites — English Breakfast, Earl Grey, Estate Blend Darjeeling, Jade Green, Jasmine Green, Chamomile Citrus, Sweet Licorice Mint, and Lychee White. The suggested retail price is \$8.49 for a 15-count box of individually wrapped tea pyramids.

“As pioneers in organic tea, we've developed close relationships with our tea gardens over the past 20 years,” said Eric Ring, Head of Purchasing and Production. “Whole Leaf Organics takes that connection to the next level and allows us to showcase some of the highest quality organic teas available.”

Whole Leaf Organics continues the traditions of social responsibility and environmental sustainability that have been pillars of Choice Organic Teas since the company's founding. As the first tea crafter in the United States to offer Fair Trade tea, it is natural that each selection in the Whole Leaf Organics line proudly bears the Fair Trade logo. Fair Trade guarantees livable wages for workers and their families, improving their opportunities for better healthcare, housing, and communication.

The 100% recycled box features a unique cover with a die-cut pyramid window, offering a peek at the tea garden-inspired painting commissioned by Seattle artist Maija Fiebig. With an elegant twist, the retail box also meets foodservice operators' need for quick access to product. Each box easily folds open into an attractive, self-dispensing display, eliminating the need for a dispensing cut-out, and the available counter rack completes the presentation.

A brand of Granum, Inc. of Seattle, Choice Organic Teas made its debut in 1989. As North America's #1 selling exclusively certified organic tea line, Choice Organic Teas has promoted the growth and development of organic agriculture in tea estates worldwide and offers more than seventy varieties of teas and herbal infusions available in teabags and loose leaf. In 2000, Choice Organic Teas became the first tea crafter in the United States to offer Fair Trade Certified™ tea. Visit [www.choiceorganict teas.com](http://www.choiceorganict teas.com) for more information.

