



HERBAL WELLNESS TEA

Bring more enjoyment and indulgence to your life.

FOR IMMEDIATE RELEASE

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TEEKANNE HERBAL WELLNESS TEA TO EXHIBIT AT THE 2010 PILOT PEN PROFESSIONAL TENNIS EVENT AT YALE

*Tennis Legend Steffi Graf boasts about TEEKANNE's superior quality
Event goers will have the opportunity to win an autographed picture of tennis legend Steffi Graf*

Windsor, Connecticut (August 20, 2010) – TEEKANNE Herbal Wellness Tea will be a featured exhibitor at this year's Pilot Pen Tennis at Yale in New Haven, Connecticut, on August 22.

According to Shauna Collins, Senior Brand Manager TEEKANNE North America, participation at events such as the Pilot Pen Tennis at Yale reinforces TEEKANNE's commitment to promote healthy living while expanding their presence throughout the United States. "It is more evident today that consumers are more label conscience as they strive to make healthier lifestyle choices and we feel that **TEEKANNE Herbal Wellness Tea** offers consumers an all-natural choice that can be easily integrated into their daily routine."

Tennis legend **Steffi Graf** provides her support to TEEKANNE Herbal Wellness Teas as a brand ambassador, being the ideal role model for a healthy and active lifestyle.

"What I find so convincing about TEEKANNE is the quality and diversity of the products. I have seen for myself how lovingly and carefully the people at TEEKANNE work to compose great new teas from specially selected all-natural ingredients. As the brand ambassador for TEEKANNE Teas, it gives me great pleasure to partner with a brand that celebrates wellness through positive lifestyle choices," said Steffi Graf.

Win an autographed picture of Steffi Graf

Event goers will have the opportunity to win an autographed picture of tennis superstar Steffi Graf by simply signing up, at the TEEKANNE booth, as a member of the TEEKANNE Wellness Community. TEEKANNE Wellness Community members get exclusive access to the latest product announcements, coupons and information on the latest promotions. There is no cost associated with this membership. Additionally, some of the flavors that will be available at booth for dry sampling will be Passionfruit Mango, Honey Vanilla Bliss and Pomegranate Delight, among others.

About Pilot Pen Tennis at Yale

Pilot Pen Tennis at Yale, an Olympus US Open Series event on the ATP World Tour and Sony Ericsson WTA Tour, will be held August 20-28, 2010 at the Connecticut Tennis Center at Yale. For more information about Pilot Pen Tennis at Yale, please visit www.pilotpentennis.com.

About TEEKANNE Herbal Wellness Teas

TEEKANNE Herbal Wellness Teas are manufactured and marketed by family-owned TEEKANNE Group, a major player in the global tea market offering premium tea products for over 125 years. Each individual tea bag offers the guarantee of quality and boasts the most flavorful ingredients free from added sugars, artificial additives and preservatives. TEEKANNE Herbal Wellness Teas bring flavor and function into harmony by producing teas made from 100% all-natural ingredients and flavors. Offering a variety of 12 energizing, relaxing and soothing functional flavors, TEEKANNE Herbal Wellness Teas provide the consumer with a flavorful way to stay hydrated, while bringing more enjoyment and indulgence to his/her life. For more information about TEEKANNE Herbal Wellness Tea, please visit www.teekanne.us.com.

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