



HERBAL WELLNESS TEA

Bring more enjoyment and indulgence to your life.

PRESS RELEASE

INQUIRIES

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TEEKANNE GROUP PROVIDES HEALTH CONSCIOUS CONSUMERS WITH FLAVORFUL OPTIONS OF HERBAL WELLNESS TEAS

TEEKANNE Herbal Wellness Teas offer 12 energizing, relaxing and soothing blends

Windsor, Conn., May 19, 2008 – TEEKANNE (Tee-Kah-Neh) Herbal Wellness Teas are leveraging the growing demand for health and wellness products in the United States market and aim to bring more enjoyment and indulgence to the lives of consumers. The philosophy of TEEKANNE Herbal Wellness Teas is to harmoniously blend both flavor and functionality in one tea, as consumers are increasing their focus on healthy lifestyles while also searching for products with exceptional flavor.

TEEKANNE Herbal Wellness Teas are available in 12 blends categorized by three functions—energizing, relaxing and soothing. The four energizing teas include Raspberry Refresh and three blends that are naturally caffeinated by green tea—Lemon Twist, Cinnamon Apple Spice and Passionfruit Mango. The relaxing teas, designed to relieve tension and put one at ease, include Evening Plum, Honey Vanilla Bliss, Mandarin Breeze and Calming Camomile. The soothing blends, Triple Mint Tranquility, Rosehip & Hibiscus, Purely Peppermint and Pomegranate Delight, aim to comfort and promote immune system health. Each of the 12 distinct blends contain 100% all-natural ingredients and flavors—they remain free from added sugar, artificial additives and preservatives.

Tennis legend, Steffi Graf, currently an endorser of TEEKANNE Group teas in Europe, provides her support to TEEKANNE Herbal Wellness Teas as a brand ambassador being the ideal role model for a healthy and active lifestyle.

"This endorsement is a testament to the TEEKANNE quality and will be leveraged against our unique flavorful and functional blends to generate robust trial and repeat purchases," states Evan Tetreault, TEEKANNE North America.

In a formal quantitative blind taste test study of teas in the fruit and herbal category, six TEEKANNE Herbal Wellness Tea blends out-scored the current top five teas in the category. Results of this test come as no surprise to the TEEKANNE Group, as TEEKANNE serves as the number one brand in Europe within the fruit and herbal category. TEEKANNE Herbal Wellness Teas will become available in major Northeast retailers in September 2008 with a retail price of \$3.79 - \$3.99 for a quantity of 20 tea bags.

All TEEKANNE Herbal Wellness Tea products are packed exclusively by TEEKANNE Group's TEEPACK equipment, the world leader in state-of-the-art tea packaging machines. To achieve the fullest flavor experience, the teas are individually packaged in a triple-layer, heat-sealed envelope, locking flavor into each independent tea bag, eliminating the need to wrap entire boxes in cellophane. Another eco-friendly technique TEEKANNE Group employs is removing the need for staples, by fastening the tea bag to the water-resistant hard tag with a knotted string.

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 healthy and flavorful way to stay hydrated, while bringing more enjoyment and indulgence to his/her life.