

FOR IMMEDIATE RELEASE
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NUMI[®]
ORGANIC TEA

Celebrating people, planet and pure tea

NUMI ORGANIC TEA INTRODUCES FIVE NEW FLAVORS OF ORGANIC PU-ERH TEA AT SAN FRANCISCO'S WINTER FANCY FOOD SHOW

Delicious artisanal blends added to Numi's top-selling line of ancient healing teas.



Oakland, Calif. (Jan. 9, 2012) – Known for its unique and innovative approach to tea, Numi Organic Tea will introduce five new artisanal flavors of Organic Pu-erh Tea at booth #1059 at San Francisco's Winter Fancy Food Show, January 15-17, 2012. Being added to Numi's existing line of organic Pu-erh teas are the flavors: Basil Mint, Coconut, Cardamom, Ginger and Jasmine. Each new flavor remains true to the Numi difference and blends only premium, full-leaf quality teas with 100 percent real fruits, flowers and spices; no artificial oils or flavorings.

Basil Mint Pu-erh – Black Pu-erh, basil and mint blended for a smooth flavor with herbal aromas.

Coconut Pu-erh – Black Pu-erh blended with real coconut and vanilla beans.

Cardamom Pu-erh – Fresh cardamom seeds and Black Pu-erh make a sweet, aromatic and spicy tea.

Ginger Pu-erh – Black Pu-erh and fresh ginger blended together for a warm, earthy and peppery tea.

Jasmine Pu-erh – Jasmine scented Green Tea and Black Pu-erh result in a flavor with sweet, floral depth.

Pu-erh is an ancient healing tea picked from 500-year-old tea trees in the mountains of Yunnan, China. The roots of these mature trees are believed to gather more minerals from the earth resulting in a rich, bold flavor and elevated health benefits. These teas then go through a unique fermentation process that acts on the nutrients in the tea leaves creating increased levels of antioxidants, even more than most green teas..

Pu-erh has been purported in Chinese culture to:

- Aid digestion and metabolism
- Maintain healthy cholesterol levels
- Help with weight management**
- Naturally boost energy (without the jitters)

**These statements have not been approved by the FDA **Along with healthy diet and exercise*

Also being introduced at the Winter Fancy Food Show are two new decaffeinated teas: Decaf Simply Green and Decaf Earl Grey. Numi uses the chemical-free, CO2 decaffeination process to retain more flavor and health properties. The gentle and safe CO2 extraction process is sometimes referred to as "effervescence." It entails placing the tea in a pressurized chamber. Carbon dioxide, an inert gas, is pumped in and locks on the caffeine in the tea leaves, extracting it. Antioxidant levels and the flavor quality of Numi's organic teas remains about the same, so the result is both great tasting and good for the body.

What: Numi Organic Tea introduces five new Organic Pu-erh Tea flavors and two new Decaffeinated tea flavors.

Where: Booth #1059. Winter Fancy Food Show, 747 Howard Street, San Francisco CA. 94103.

When: January 15-17, 2012

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NUMI ORGANIC TEA NAMED THE LARGEST BRAND PURCHASER OF FAIR TRADE CERTIFIED TEAS IN THE U.S FOR 2010

Oakland, Calif. (October 6, 2011)- Celebrate Fair Trade Month this October with a delicious cup of Numi Organic Tea (www.numitea.com), recently named the leading brand importer of Fair Trade Certified teas and teasans in the United States for 2010. Numi's Fair Trade Certified teas are certified by Fair Trade USA, the leading nonprofit certifier of Fair Trade products in the United States, which guarantees that farmers are paid a fair wage for their labor and receive a community development premium which they can collectively invest in programs including new roads and schools, cooking stoves, and college scholarships.

In honor of Fair Trade Month this October, Numi asks consumers to take a deeper look into what goes in their shopping cart - and their teacup. As a result of Fair Trade, the Dazhangshan Organic Tea Farmer Association in China was able to purchase new tea processing equipment to improve the quality of its tea and the living conditions of its members. Members of the association, nearly 35 percent of which are women, now make nearly 20 percent more than other families in the area.

"From our humble beginnings in 1999, we are thrilled and honored to announce that from all the Tea Brands on the market, Numi is officially the leading importer of Fair Trade Certified Teas and Teasans in North America," says Ahmed Rahim, CEO and Co-Founder of Numi. "Since our inception, we have made it a major part of our mission to source from suppliers who believe in not just Organic farming but in ethically supporting their workers through Fair Trade initiatives such as access to healthcare, higher wages, to better education, homes, roads and overall, a more balanced quality of life."

"It is exciting to see Numi Organic Tea grow in market share while maintaining its strong relationship with its tea growers and deep commitment to Fair Trade," said Paul Rice, President and CEO of Fair Trade USA. "In addition to the far-reaching benefits of Numi's Fair Trade purchases, the company has made it possible for consumers to find Fair Trade tea at thousands of retailers throughout the country and make a real difference with every cup they drink."

Numi Organic Tea purchases more Fair Trade Certified tea than any other U.S. brand. With more than half of their blends (and 80% of the raw ingredients purchased) bearing the Fair Trade Certified label, Numi is proudly dedicated to the Fair Trade system that helps workers earn fair wages across the world. In 2011, Numi Fair Trade imports are projected to grow by more than 75% over 2010.

Numi is also working on a new social certification called Fair Labor Practices, which ensures a level of social responsibility that directly benefits workers, their families and their communities. Fair Labor Practices can certify all crops in all countries, farms of all sizes, domestically and internationally. It audits every step of the supply chain from farm to cup, including domestic operations. During this process, Numi has funded social, economic, and environmental development projects in the villages where the ancient Pu-erh tea trees exist. Numi Organic Pu-erh Teas will be the first product line to bear the Fair Labor Practices label.

For more information on Numi Organic Tea and their Fair Trade Certified products, please visit <http://numitea.com/people/fair-trade-certified/> or join Numi's "communittea" at <https://www.facebook.com/numitea>.

About Numi Organic Tea

Numi Organic Tea blends premium organic teas and herbs with only 100 percent real ingredients, allowing Nature to speak for itself. As a pioneering, quadruple-bottom line company (people, planet, product, profit), Numi sources directly from fair labor gardens that guarantee a livable wage and better opportunities for farmers and their families. Numi is a company committed to reducing its impact on the planet through ecologically responsible choices in sourcing, production and recycled and non-GMO packaging. www.numitea.com.

About Fair Trade USA

Fair Trade USA (previously TransFair USA), a nonprofit organization, is the leading third-party certifier of Fair Trade products in the United States. Fair Trade USA audits and certifies transactions between U.S. companies and their international suppliers to guarantee that the farmers and workers producing Fair Trade Certified goods were paid fair prices and wages, work in safe conditions, protect the environment, and receive community development funds to empower and uplift their communities. Fair Trade USA educates consumers, brings new manufacturers and retailers into the Fair Trade system, and provides farming communities with tools, training and resources to thrive as international businesspeople. Visit www.FairTradeUSA.org for more information.

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NUMI ORGANIC CELEBRATES 10 YEARS IN THE TEA BUSINESS
Oakland-based organic beverage leader opened its doors one decade ago and still growing.



Oakland, Calif. (August 3, 2009) – When brother and sister team Ahmed and Reem Rahim began blending teas in a one-bedroom apartment 10 years ago, neither of them had any idea where they might be a decade later. But today, Numi Organic Tea is a leading purveyor of premium-quality, full-leaf Organic and Fair Trade Certified teas made with 100 percent real ingredients. The company has managed to lead the charge in sustainable tea sourcing and packaging, and commits to philanthropic causes in the interest of giving back to its “communittea” – all while remaining an independent, family-owned business and among the top 10 best-selling teas in the natural/specialty foods sector.

Iraqi-born brother and sister team Reem and Ahmed founded Numi in 1999 with the vision of bringing a dried lime, known as “Numi,” from their homeland to America. This became the first official Numi Tea, and Dry Desert Lime still exists in the company’s core product lineup. Today Numi has more than 100 different organic teas, herbs and related products with national and international distribution in grocery, retail and specialty stores; as well as cafés, hotels, restaurants and spas; a Tea Garden open to the public; and an online business.

“In 10 years it’s amazing that we’ve grown to become one of the leading tea companies in the U.S.,” said Ahmed Rahim, co-founder and CEO of Numi. “We’ve strived to ensure that our values align with the brand, and I think our line extensions and product innovation have been keys to our success.”

The founders, who both have backgrounds as artists, have also woven their artistry into their brand. Ahmed, the Alchemist, leads product development and still hand-blends new teas for new products and line extensions. Reem, the Artist, hand-paints original artwork that graces Numi’s boxes. They have both combined their skills to create a handcrafted brand identity from product to packaging.

“From our initial days, we set out to create a product and a brand ethos that inspired reflection and overall wellbeing through the art of tea,” said Reem Rahim, co-founder and Chief Marketing Officer. “We both still return to our artistry today, whether it’s discussing product strategy or company vision. We’ve been able to remain true to ourselves as artists while still doing good business.”

In the past five years alone, Numi has seen a compounded growth of more than 300 percent; the company’s staff has grown from 12 to 36 people; the company now occupies 30,000 square feet of offices and warehouses; and distribution has expanded to Europe, delivering Numi Organic Tea to 28 countries around the world.

In addition, Numi has recently moved into more of a philanthropic phase of its business, setting aside one percent of profits from the company’s new Pu-erh product line to give to social and environmental causes. A new carbon offset program has been put into place, ensuring that emissions are offset through donations to domestic wind energy and international water treatment projects. “We look forward to bringing our focus toward more philanthropic work, both here in Oakland and overseas,” Ahmed Rahim added.

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Numi's 10-Year Anniversary Celebration

On August 7, 2009 from 8:00 pm-2:00 am, Numi Organic Tea will host its 10-year anniversary celebration as an open house at the Numi Tea Garden, located at 2230 Livingston Street in Oakland, CA. Tea-infused libations and refreshments will be served by Numi along with partnering Bay Area-based food and beverage companies,

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NUMI INTRODUCES WORLD'S FIRST ORGANIC PU-ERH TEA, IN BAGS, BRICK AND BOTTLES!

Leading tea purveyor first-to-market with Pu-erh, a revolutionary new tea category.



Oakland, Calif. (February 23, 2009) – Premium-quality tea purveyor Numi Organic Tea today announced six offerings of Ready-To-Drink (RTD) bottled tea blends, including five varieties of Pu-erh Tea blends and one Rooibos Herbal blend, available in retail and foodservice channels. Numi Organic Tea will offer samplings of its complete line of RTD Pu-erh and Rooibos blends, along with its current offering of bagged Pu-erh teas and the pure compressed loose Pu-erh tea “brick”, at booth # 2728 at Natural Products Expo West in Anaheim, California, March 5-8, 2009.

Pu-erh (pu-er), an ancient healing tea long revered in China for its medicinal properties and rich taste, is a fermented tea that packs a heavy antioxidant punch. Numi is unique in that it sources from rare, wild-harvested 500-year old tea trees from the Yunnan region of China, the leaves of which yield a superior quality. Pu-erh’s broad leaves undergo a fermentation process whereby the leaves are moistened and turned frequently for a period of 60 days. Pu-erh is then compressed into bricks and aged, which increases its value, flavor and medicinal properties. The end result is a bold, earthy-flavored tea with hints of malt.

Independent ORAC tests have shown that one serving of Numi’s Organic Pu-erh tea yields 32% higher antioxidant capacity than one serving of hot green tea. Numi Organic Pu-erh Tea is the world’s first complete product line of organic Pu-erh teas available for the national US market. Numi’s direct relationship with small-scale, Chinese Pu-erh tea producers has enabled Numi to bring the finest, rarest Pu-erh teas to American consumers.

True to Numi’s innovation, Numi has developed a functional beverage that also tastes delicious. Unlike most RTD drinks currently on the market that use flavorings and extracts, Numi RTD blends use only 100% real ingredients for a refreshing pure taste. Numi Organic RTD Pu-erh teas will be available in five SKUs: Mango Passion Pu-erh Black Tea, Earl Grey Pu-erh Black Tea, Magnolia Jasmine Pu-erh Green Tea, Peach Nectar Pu-erh Green Tea, Moroccan Mint Pu-erh Green Tea. In addition, Honey Lemon Rooibos Teasan is available as an herbal, caffeine-free option. Barely sweetened with honey, agave nectar and/or organic cane sugar, the blended teas have a SRP of \$2.79 per recyclable glass bottle.

In addition to Pu-erh having its own unique flavor profile, Numi Organic RTD blends bring some of Numi’s most popular tea flavors into bottled form for a refreshing and healthful alternative to sodas. “We wanted to bring the wonderful flavor and health benefits of Pu-erh to the U.S. market, and offer enough product SKUs to appeal to a variety of taste preferences,” said Ahmed Rahim, CEO and Alchemist of Numi Organic Tea. “We therefore decided to offer our Ready-to-Drink lineup as blended teas, combining some of Numi’s most popular flavors – Moroccan Mint and Earl Grey, for example – with Pu-erh to make it at once accessible and innovative,” Rahim added.

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