

FOR IMMEDIATE RELEASE
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Celebrating people, planet and pure tea.

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, which ensures 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, 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 maintaining its strong relationship with its tea growers and its deep commitment to Fair Trade as it grows as a company," said Paul Rice, President & 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 model to strengthen farming communities around the world in ways that are socially and environmentally sustainable. 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.

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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 "communita" 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.

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.