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BIGELOW INTRODUCES FIRST HERB TEA WITH REAL FRUIT JUICE

FARIFIELD, Conn. (March 15, 2005)—R. C. Bigelow, Inc., the leader in flavored teas, adds another innovation to the specialty category.

Introducing an entirely new concept in tea drinking, R. C. Bigelow, a major innovator in tea for more than 60 years, has created an exciting new line of herb teas flavored with real fruit juices. A patented technology produces a proprietary process of encapsulating real fruit juices so they can be married with a blend of natural herbs to make teas bursting with real fruit juice flavor. And Bigelow Fruit Juice Herb Teas are carefully wrapped in a flavor-protecting foil pouch so consumers can take them wherever they go!

Served hot or iced, these truly unique beverages are ideal anytime of the day and, because they are caffeine-free, they can be enjoyed by the entire family including the kids.

Bigelow Fruit Juice Herb Teas consist of four distinctly different flavors

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- **Berry-Good** is an invigorating blend of blackberries, blueberries and strawberries.
- **Tasty Tangerine** is like savoring a ripe tangerine.
- **Taste of the Tropics** is a tropical delight combining the flavors of mango, pineapple and other delicious fruits.
- **Pomegranate Pizzazz** is a delectable contemporary beverage for the health-minded consumer.

Bigelow Fruit Juice Herb Teas, which contain no caffeine, no calories, no carbs, nothing artificial and no guilt.

New Bigelow Fruit Juice Herb Teas are shipped in six-box cases. Each box contains 20 individually overwrapped tea bags. Each tea bag is foil wrapped to protect the flavor until the moment it is brewed. Suggested retail price of Bigelow Fruit Juice Herb Tea is \$2.99 per box. For more information on new Fruit Juice Herb Tea and the complete Bigelow Tea line, visit www.bigelowtea.com or contact the company's Consumer Service office at 1-800-243-5587.

About Bigelow Tea Company

100 % family owned, Fairfield, Conn.-based Bigelow Tea pioneered the specialty tea category more than 60 years ago. Bigelow takes pride in its heritage and successful growth from a one-product, entrepreneurial venture into America's leading specialty Tea Company. The Bigelow Tea line includes more than 80 varieties of flavored, traditional, green, organic, herbal, decaffeinated teas and iced teas—including America's number one specialty tea flavor, "Constant Comment®".

In 2003, the company purchased and restored the Charleston Tea Plantation. Based on Wadmalaw Island just south of Charleston, South Carolina, the only tea plantation in America cultivates several hundred thousand tea bushes that are descendants of bushes brought from China during the 1800's. The Charleston Tea Plantation has become a "must see" destination for tea lovers and tourists alike who visit the area from around the world and appreciate information and education about tea in addition to enjoying American Classic Tea and products which are produced from the tea grown on the premises

Bigelow Tea products are available nationwide including grocery, super centers, mass merchandisers and health stores. Every variety can be found on the company website, (www.bigelowtea.com), along with an appealing selection of tea chests, tea accessories and other gift items. Tea lovers and enthusiasts will also enjoy interesting and entertaining related stories and facts by visiting the company's blog (<http://www.bigelowteablog.com>).

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