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Industry Leaders Bigelow Tea® and AriZona Beverages® Bring Together the Best of the Hot and Cold Tea Worlds

Partnership creates new ready-to-drink Bigelow Tea and first-ever AriZona hot teas

FAIRFIELD, Conn. (December 5, 2007) – Bigelow Tea and AriZona Beverages are teaming up to offer retailers and tea drinkers a new line of bottled ready-to-drink chai teas as well as new hot tea flavors. The partnership marks a debut for both companies, with Bigelow entering the bottled, ready-to-drink market and AriZona the hot tea category. Both companies are family-owned and operate with a hands-on approach ensuring only the finest teas and other premium ingredients are used.

“Our goal was to enter this market to put Bigelow in the hands of more tea drinkers, and we found the best partner on the planet,” said Cindi Bigelow, President of Bigelow Tea. “Not only is AriZona the industry leader in the ready-to-drink category, but they are also a company with the same culture and entrepreneurial spirit as Bigelow Tea. We look forward to shaking up the tea market together by offering a new line of exciting and unique tea flavors.”

Bigelow Tea’s new ready-to-drink flavors are available in *Mocha Chai Latte* and *Vanilla Chai Latte* 10-ounce bottles and offer consumers a convenient, on-the-go beverage choice (*Suggested Retail Price: \$1.79 per bottle*). Packaged in a youthful, brightly colored bottle, the teas offer a refreshing twist on the spicy, popular Chai tea flavor. After initial testing in New York and Florida, a national rollout will follow and continue throughout early 2008 in grocery stores and convenient stores.

Also hitting store shelves nationwide are three of AriZona’s top flavors in tea bags: Green Tea with Ginseng and Honey, Mandarin Orange Green Tea and Pomegranate Green Tea with Acai (*Suggested Retail Price: \$3.59 per 20 count box*). Branded and boxed as AriZona Tea, the teas are blended, packaged and distributed by Bigelow Tea.

“Simply put, we wanted to partner with the industry leader in specialty hot tea,” said Don Vultaggio, AriZona Beverages founder. “Bigelow’s expertise is unchallenged when it comes to producing a quality tea. Their values are on point with ours and it is a partnership that made perfect sense.”

Cindi Bigelow also added that the new bottled drinks will help Bigelow reach new consumer segments. “People know Bigelow Tea for our specialty tea flavors that are either brewed hot or cold. Our ready-to-drink beverages represent a whole new concept for us that will help us reach a younger audience and give our loyal customers something new and different.” said Bigelow.

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For 62 years, Bigelow Tea has built a loyal customer base with its quality tea products and flavor innovations. The company offers a complete line of more than 80 varieties of flavored, traditional, green, herbal, and decaffeinated, including America's number one specialty tea flavor, "Constant Comment®."

About Bigelow Tea Company

100 % family-owned, Fairfield, CT 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>).

About AriZona Beverage Company

AriZona Beverage Company is an internationally recognized brand name that is synonymous with quality ready-to-drink teas, herbal teas, and energy drinks. In 1992, John Ferolito and Don Vultaggio launched AriZona Iced Tea after recognizing the rapidly increasing consumer demand for these products. From its introduction in May of 1992 until today, the brand has been phenomenally successful. In the Jan.-Feb. 2007 edition of *Beverage Spectrum Magazine*, AriZona was listed as the leading seller in the beverage industry of ready-to-drink teas.

Almost as popular as their product, AriZona's unique packaging designs have continuously won international recognition for their creativity. Some of the accolades include the London International Advertising Awards for five consecutive years and overall best package in 2000, first place for package design from the MOBIUS Advertising Awards for four years, the International Brand Packaging Award, the Clear Choice Award. While most of these designs were created in-house by Don Vultaggio and his team, for over 20 years Jean Pettine Graphic Design, Riverton N.J., has been instrumental in executing the designs. AriZona has also collaborated with professional artist such as Peter Max and Buckeye Blake. For more information, please visit us at www.drinkarizona.com.