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BLUEBERRY HARVEST HERB TEA NEW FROM R. C. BIGELOW, INC.

- BURSTING WITH CONSUMER APPEAL -

FAIRFIELD, Conn. (July 14, 2003)—Blueberry Harvest Tea, a rich, fruit-flavored brew bursting with blueberry flavor is being stocked on stores shelves at a time when consumer interest in the flavor and health benefits of blueberries is at an all time high. The tea is made with all natural, wild blueberries, a fruit known for its powerful antioxidant properties.

Research has shown blueberries contain more antioxidants than any other fruit and consumption of blueberries has been linked to many positive health benefits from anti-aging to improved vision. High-impact media coverage of the healthfulness of blueberries has appeared on television and radio, and in newspapers and magazines. Blueberry Harvest Herb Tea offers consumers “fresh from the blueberry patch” flavor and the healthful antioxidants found in wild blueberries.

Blueberry Harvest Herb Tea is the latest offering from R. C. Bigelow, Inc., a well-respected leader in the specialty tea industry. For nearly 60 years the Bigelow Tea Company has built a loyal consumer base with its quality tea products and flavor innovations. The company offers a complete line of more than 50 varieties of flavored, traditional, iced, decaffeinated and herbal tea—including America’s #1 specialty tea flavor, “Constant Comment®.”

For more information on Blueberry Harvest Herb Tea and the complete Bigelow Tea line, contact the company’s customer 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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