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CINDI BIGELOW CELEBRATES RELATIONSHIP WITH PROMINENT TEA DRINKERS JOE TORRE AND PHIL SIMMS

Video Applauds New York-Based Sports Figures and Their Dedication to Staying Healthy

FAIRFIELD, Conn., September 12, 2007 – Cindi Bigelow, Co-President of Bigelow Tea, the family-run 62 year old tea company based in Fairfield, Connecticut spent a recent afternoon in New York City with noteworthy sports figures and avid Bigelow Green tea drinkers Joe Torre and Phil Simms. Their conversation, videotaped and posted on the Bigelow Tea website, outlines the relationship these accomplished local sports legends have fostered with Bigelow Tea and its antioxidant rich, green tea.

During the video, posted at www.bigelowtea.com, Torre and Simms outline their dedication to staying healthy and their belief in the positive effects of antioxidant rich green tea. Torre further professes to drinking caffeine-free Bigelow Green Tea from the Yankees bench, believing in its health benefits, especially after his bout with cancer.

Concluding the celebratory interview, Cindi Bigelow acknowledges that “the greatest aspect of running Bigelow Tea is the opportunity to make a difference in the lives of our supporters and the 320 families who work for our company.”

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>).