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JOE TORRE TEAMS UP WITH BIGELOW® TEA TO PROMOTE HEALTH BENEFITS OF GREEN TEA

Green Tea Part of Torre's Daily and Dugout Routine

FAIRFIELD, Conn. (October 3, 2005) – Sports personality and Green Tea Enthusiast Joe Torre has teamed up with The Bigelow Tea Company to appear in an advertising campaign for Bigelow's signature line of green teas.

The print campaign kicks off today, and will initially appear in *The New York Times*, *Wall Street Journal*, *Sports Illustrated*, *Money*, *Forbes*, *Golf*, *Golf Digest*, *Best Life* and *Forbes Life*. A radio campaign will be heard on WFAN. In addition, Torre will be featured on in-store displays grocery stores through out the tri-state area.

Torre, who just led the Yankees to their 10th post season in his 10 years as manager, made Bigelow green tea part of his regular diet six years ago at the urging of his nutritionist. Green tea consumption grew 23 percent in grocery stores alone last year, according to A.C. Nielsen, and is a \$130 million industry and growing. Scientists and researchers have ongoing studies on the health benefits of tea. For example, one recently released study by researchers at the University of Murcia in Spain and the John Innes Center in Norwich, England, showed that a compound called EGCG in green tea prevents cancer cells from growing by binding to a specific enzyme.

Green tea's popularity has increased particularly among men as they seek a healthier lifestyle. Torre drinks green tea daily, and is seen in the dug out drinking green tea during Yankees games.

"I'm thrilled to be associated with a leading, well respected and family-owned company like Bigelow," Torre said. "This partnership made a lot of sense since I've been drinking Bigelow Green Tea for more than six years for its nutritional value and taste."

The print advertisements also promote www.bigelowtea.com where consumers can find more information and facts about green tea, read recent studies and articles about tea and health, and see the Torre ad as well as other green tea print advertisements.

"Joe Torre personifies tradition and excellence; we can't think of anyone more appropriate for Bigelow to be associated with," said David C. Bigelow, owner, Bigelow Tea Company. "We're proud to have him on our home team."

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>).

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