

CONTACT: Elizabeth April-Fritz
Bigelow Tea
203-334-1212
efritz@rcbigelow.com

BIGELOW ADDS FIRST ORGANIC GREEN TEA VARIETIES TO ITS SIGNATURE GREEN TEA LINE

Bigelow's Organic Green Tea is a natural and responsible twist to feed the mind, body and spirit

FAIRFIELD, Conn. (May 1, 2006) – The Bigelow Tea Company has introduced certified Organic Green Tea and Organic Decaffeinated Green Tea, a healthy experience for consumers and the environment, to its more than 80 varieties of specialty teas. Bigelow has put its delightful organic green tea in airtight, flavor-protecting fresh packs to ensure a smooth, all-natural cup each time it is brewed.

Bigelow's new Organic Green Teas are grown and produced in strict accordance with the organic industry's highest standards. As a result, the new organic green teas have earned both the U.S. Department of Agriculture (USDA) and Quality Assurance International (QAI) seals. Bigelow's Organic Green tea is naturally grown and processed in accordance with USDA and QAI requirements, using natural fertilizers to maintain a healthy and safe growing environment, working with socially responsible farmers, who also emphasize the conservation of soil and water to enhance environmental quality for future generations.

"We are proud to now offer the same quality tea that we have made for over 60 years, but exclusively from organic gardens," said Cindi Bigelow, co-president of Bigelow Tea. "Our consumers have enjoyed the benefits of our green tea line over the years as they have searched for ways to lead a healthier lifestyle while enjoying a quality product. Now they can enjoy a healthy cup of organic green tea – a soothing retreat – that comes from an all-natural garden, and from a family brand that they have grown to trust."

Increasingly, consumers are demanding and purchasing organically grown products, recognizing the potential health benefits of natural products. The Organic Trade Association projects retail sales of organic products to reach \$30.7 billion by 2007. Additionally with consumption of green tea nearly tripling since 1999, Bigelow is proud to offer a healthy, natural way to soothe tea drinker's bodies and minds, she said.

Organic Green Tea and Organic Decaffeinated Green Tea are the latest offerings from Bigelow Tea, the leader in the flavored tea bag segment. For more than 60 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 70 varieties of flavored, traditional, herbal, green, decaffeinated and iced teas, 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>).

-End-