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NFL ELITE FATHER-SON TEAM SIGN FIRST DUAL ENDORSEMENT DEAL TO PROMOTE BIGELOW® GREEN TEA

*Star Quarterbacks Phil and Chris Simms Appear in New Advertising Campaign to promote
Bigelow's Signature Green Tea*

FAIRFIELD, Conn. (May 4, 2006) –Bigelow Tea announced today that it has signed father and son NFL stars Phil and Chris Simms to appear in a new advertising campaign for Bigelow's signature line of green teas. This is the first endorsement campaign for the Simms family.

The print campaign will initially appear in *The New York Times*, *Wall Street Journal*, *The Tampa Tribune*, *Sports Illustrated*, *Money*, *Forbes*, *Golf*, *Golf Digest*, and *Best Life*. A radio campaign will be heard on WFAN. In addition, the Simms' will be featured on in-store displays in grocery stores nationally.

Phil Simms played 15 years as a quarterback for the New York Giants, leading them to the Super Bowl XXI and XXV championships and earning the Most Valuable Player award in Super Bowl XXI. Currently, he is a leading commentator and expert analyst for the NFL on CBS, and appears as a weekly guest on the nationally-syndicated "Imus In The Morning" radio program during football season. Dad Phil has frequently noted that he has always encouraged and inspired his son Chris to take part in a healthy lifestyle.

Following in his father's footsteps, Chris Simms is also a successful quarterback who was drafted by the Tampa Bay Buccaneers out of the University of Texas in 2003. He won six of 10 regular season starts in 2005, combining a powerful and accurate arm with good pocket awareness. Son Chris recently added Bigelow's Green Tea to his daily routine.

Green tea's popularity has increased particularly among men as they seek a healthier lifestyle. Green tea consumption grew 23 percent in grocery stores alone last year, according to A.C. Neilson, and is a \$130 million industry and growing. Phil and Chris Simms are fans of Bigelow's signature green tea line because it is a healthy choice that fits easily into their lifestyle.

"This is our first endorsement of a product as a father-son team and we are honored to be on board with a well respected family-owned company like Bigelow Tea," said Phil Simms. "Diet, nutrition and a healthy lifestyle are the reasons I drink Bigelow's Green Tea, and it just tastes great."

"As my father instilled in me, family values are an important part of life, it is a privilege to partner with a well-respected company like Bigelow Tea," said Chris Simms. "The discipline of a healthy lifestyle has helped me stay focused on my NFL career."

“We are honored to partner with an admirable first-rate father and son team,” said David C. Bigelow, owner, Bigelow Tea Company. “For more than 60 years Bigelow Tea has been 100 percent family-owned and operated. We take pride in the fact that each tea we produce is made with great care.”

The deal was negotiated by Steve Rosner and Bob Philp of 16W Marketing, the company that has been the Simms' long-time representatives. The print advertisements also promote www.gogreentea.com where consumers can find more information and facts about green tea, read recent studies and articles about tea and health, and see the Simms' ad as well as other green tea print advertisements.

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, green, organic green, herbal, 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>).

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