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BIGELOW EXPANDS SUCCESSFUL VANILLA TEA LINE WITH VANILLA CHAI

– Two Popular Flavors in one Delicious Tea –

FAIRFIELD, Conn. (February 2, 2004)—Vanilla Chai, a delightful blend of black tea, exotic spices and vanilla flavor, is the latest addition to Bigelow’s successful vanilla tea line. The new tea captures the unique taste of chai spice and tempers it with rich, mellow flavor of vanilla. The result is a perfectly balanced blend of sweetness and spice combined in a premium black tea.

Vanilla Chai has strong consumer appeal. The new tea targets growing appetites for vanilla flavored beverages and meets emerging appreciation for exotic chai products. By combining two distinctive flavors—vanilla and chai—the new tea taps into the driving forces behind recent growth in the flavored black tea segment, which surged 40% in the last 12-month period.

Bigelow’s Vanilla Tea Line is steeped in success. Introduced just two years ago, sales for vanilla teas have grown more than 200%...and are still climbing. This growth is expected to continue as distribution expands to meet demand. Other Bigelow Vanilla teas include: French Vanilla, Vanilla Almond, Cherry Vanilla, Vanilla Hazelnut, Vanilla Caramel and French Vanilla Decaffeinated.

Vanilla Chai is the latest offering from R. C. Bigelow, Inc., the leader in the flavored tea bag segment. For 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, green, iced, decaffeinated and herbal tea—including America’s #1 specialty tea flavor, “Constant Comment®”.

Bigelow Vanilla Chai Tea is shipped in six-box cases. Each box contains 20 individually overwrapped tea bags. The suggested retail price of Bigelow Vanilla Chai is \$2.99 per box. For more information on Vanilla Chai 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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