



CHOICE ORGANIC TEAS FIRST TEA COMPANY VERIFIED BY THE NON-GMO PROJECT

Organic and Fair Trade Pioneer CHOICE ORGANIC TEAS Adds Non-GMO Project Verification to its Growing List of Distinctions

Seattle, WA (July 2010) — CHOICE ORGANIC TEAS, the first exclusively organic tea crafter in the United States and the first in the country to introduce Fair Trade Certified™ teas, is now also the first tea company to earn Non-GMO Project Verification. The company's flagship product line, representing 29 teas, achieved the official verification and will carry the Non-GMO Project Verified seal. They will also appear in the Non-GMO Project's Shopping Guide on their website: <http://tinyurl.com/nongmoproducts> and in distributor online catalogues.

The Non-GMO Project is a non-profit organization created by leaders in all sectors of the natural and organic products industry from the United States and Canada to offer consumers a consistent non-GMO choice for organic and natural products that are produced without genetic engineering or recombinant DNA technologies. It began as a collaborative effort among independent natural food retailers who wanted to ensure that their customers had an abundant selection of clearly labeled, independently verified non-GMO choices. The project verifies all types of products, including those (like tea) that are not yet produced commercially in GMO form. This allows shoppers to easily identify non-GMO items, and also helps reduce the likelihood of new GMO crops being commercialized. Further information about the project, including a complete list of participants can be found on their website at www.nongmoproject.org.

"We're proud to be at the forefront of yet another critical issue facing our industry and our customers," said Ray Lacorte, Head of Operations for Choice Organic Teas. "With the Non-GMO Project seal now added to our flagship line of products, we hope to further demonstrate to our customers the company's commitment to producing safe, healthy high-quality teas."

The Non-GMO Project will be recognizing Choice Organic Teas during the first ever Non-GMO Month this October. According to Executive Director Megan Westgate, "Consumer excitement is definitely growing as the Non-GMO Project seal appears on more and more products. It's wonderful to have companies like Choice Organic Teas leading the way in providing shoppers with the information and non-GMO options they deserve."

A brand of Granum, Inc. of Seattle, Choice Organic Teas made its debut in 1989. As North America's #1 selling exclusively certified organic tea line, Choice Organic Teas has promoted the growth and development of organic agriculture in tea estates worldwide and offers more than seventy-five varieties of teas and herbal infusions available in teabags, tea pyramids, and loose leaf. In 2000, Choice Organic Teas became the first tea crafter in the United States to offer Fair Trade Certified™ tea. Visit www.choiceorganict teas.com for more information.

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