



CHOICE ORGANIC TEAS AND BASTYR UNIVERSITY TEAM UP TO LAUNCH WELLNESS TEAS*
Leading U.S. Organic Tea Company is First Consumer Brand to Partner with Acclaimed Natural Health University

Seattle, WA (March 2013) — CHOICE ORGANIC TEAS, the first exclusively organic tea crafter in the United States and first in the country to introduce Fair Trade Certified™ teas, announces that it has partnered with Bastyr University to develop and launch a new line of flavorful, certified organic Wellness Teas*. This marks the first time that the renowned natural health university has collaborated with a consumer brand on product development and offered its logo for display on the product.

The Wellness Teas* are a new line of certified organic, functional teas specially formulated by a master herbalist and faculty member in Botanical Medicine and Ayurvedic Sciences at Bastyr University. The teas were designed to support healthy body functions and enhance wellness*, while maintaining Choice Organic Teas' reputation for great tasting, perfectly balanced teas. The blends are classified as Herbal Dietary Supplements (HDS), indicating that the product has met FDA standards for quality and testing. It also creates opportunities to merchandise the teas in the supplement section in addition to the tea aisle in retail stores. As with Choice Organic Teas' other products, all of the Wellness Teas* are certified organic by QAI for USDA Organic certification.

Offered at an affordable suggested retail price of \$4.69, the inaugural varieties include **Easy Digest***, **Mental Focus***, **Breathing Space***, **Rest Assured***, **Regularity***, **Throat Cozy***, **Simply Detox***, and **Energy Boost***. The 8 SKU's feature 30 different active, certified organic botanical herbs that are recognized and used for their health supporting qualities*. With the exception of **Regularity***, the Wellness Teas* have been formulated for daily use.

“This unique partnership combines Choice Organic Teas' expertise in crafting, sourcing, blending and packaging the world's finest ingredients with Bastyr's expertise in the natural health sciences to craft a line of delicious teas that support everyday health and well-being*,” says Anne-Marie Phillips, Head of Sales and Marketing for Choice Organic Teas. Phillips further explains that the partnership is a natural fit for the two established Pacific Northwest institutions and their shared commitment to a healthier world. “This collaboration provides Choice

Organic Teas with a very unique opportunity and we are proud to associate with the premier natural health arts and sciences institution in the country.”

“With our shared values and Seattle roots, Bastyr University has long been aware of Choice Organic Teas and was attracted to its depth of experience as a manufacturer of a trusted, popular, and quality brand,” says Tim Callahan, Senior Vice President and Provost of Bastyr University. “We felt that this partnership would be a wonderful way to promote awareness of natural health and botanicals, giving us national exposure to promote our educational programs as well as the practice of natural medicine.”

A portion of the proceeds from the new line will help advance the field and practice of natural medicine by directly supporting the Bastyr University Student Scholarship Fund.

***These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

About CHOICE ORGANIC TEAS

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 tea bags, 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 and in 2010, it became the first tea company to be Non-GMO Verified. Its commitment to sustainable business practices won it a Responsible Packaging Award in 2011. Choice Organic Teas is one of the few tea companies that packages its own tea, which gives it direct control over quality, food safety, and costs. And, since it is all packaged in the United States, it contributes to U.S. jobs. Visit www.choiceorganict teas.com for more information.

About Bastyr University

Bastyr University, located near Seattle, Washington, is internationally recognized as a pioneer in natural medicine. As the largest accredited university for natural health arts and sciences in the U.S., Bastyr offers more than 17 degree and certificate programs in fields such as naturopathic medicine, acupuncture & Oriental medicine, and whole-food nutrition. Founded in 1978, the University now includes a leading-edge research facility (the Bastyr University Research Institute) and outstanding clinical training at Bastyr Center for Natural Health. The University’s second campus, Bastyr University California, opened in San Diego, California, in fall 2012, becoming the state’s first and only accredited school of naturopathic medicine. Visit www.Bastyr.edu to learn more.

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