



ENRICHING PEOPLE'S LIVES THROUGH THE REPUBLIC OF TEA EXPERIENCE

-- *A Brand Overview* --

The Republic of Tea is a progressive brand dedicated to enriching people's lives through the experience of premium tea and a Sip by Sip Rather Than Gulp By Gulp lifestyle. Founded under the charter to start a "Tea Revolution" its ongoing mission is to seek out and procure only the most exquisite teas in the world and make them accessible to men, women and children everywhere. In keeping with its whimsical identity as an independent Republic, the company designates its employees as Ministers, sales representatives as Ambassadors, consumers as Citizens and sales outlets as Embassies.

Launched in 1992 by the creators of Banana Republic, Ron Rubin, an entrepreneur committed to expanding its mission, purchased the 22-month-old company in 1994. He subsequently guided the Novato, California-based brand into the leading purveyor of over 200 premium teas and herbs and tea-inspired products including, but not limited to: ready-to-drink bottled iced teas, Superfruit Teas, Traveler's Tea Tins, Be Well Red Teas, 100-Percent White Teas, Brewed Iced Tea on Tap, Stir Fry Tea Oil, tea ware and a set of varietal glass-bottled iced teas crafted exclusively for fine restaurants and hotels.

Known for its innovative and award-winning packaging, The Republic of Tea's distinguished teas and herbs are packaged in specially-designed air-tight tins containing either full-leaf teas and herbs or the brand's signature round, unbleached tea bags, free of unnecessary envelopes, strings, tags or staples. Decaffeinated (using a pure CO₂ method) varieties available. All full-leaf and bagged teas are Certified Gluten-Free by the Gluten-Free Certification Organization (GFCO).

A socially responsible business, The Republic of Tea is dedicated to sharing its prosperity by developing products to support organizations that make a difference. The company contributes a portion of sales from the Sip for the Cure Line to Susan G. Komen for the Cure, Blueberry Green Tea to the Prostate Cancer Foundation, Strawberry Cherry to the Bay Area's Sunny Hills Services and Little Citizens' Herb Teas to Room to Read. The Republic of Tea is also a member of the international Ethical Tea Partnership.

The Republic of Tea products are available in North America at gourmet and natural food retailers, select cafés and restaurants, via the company's Web site (www.REPUBLICofTEA.com), The Republic of Tea's mail-order catalogue and by calling 1-800-298-4TEA (832).

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