



HONEST TEA®

Real Tea. Real Taste. Honest.

FOR IMMEDIATE RELEASE

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Drink Up! Honest Tea Promotes Fair Trade Month

Proceeds from *Honest, Fair* and *Wired* Promotion to Connect
Indian Tea Estate Workers and Families with the World

Bethesda, MD-(September 1, 2006) – Honest Tea, the maker of the best-selling brand of organic bottled tea, is supporting Fair Trade month by donating five cents of every bottle of its Fair Trade Certified™ tea sold during September and October. The proceeds will help purchase HP computer equipment for a computer center on the Makaibari tea estate in Darjeeling, India. The estate, one of the oldest in the world, was one of the first to receive Fair Trade Certification. As part of the promotion, consumers may also enter a sweepstakes to win their own HP computer, printer, and digital camera. Honest Teas included in the promotion are: **Just Green** and **Just Black**, the nation's first unsweetened organic green and black teas which are new for 2006, **Peach Oo-la-long**, and **Kashmiri Chai**.

Fair Trade certification ensures that workers receive fair wages, a decent working environment, and additional funding for social development projects. "By producing Fair Trade certified teas, we are taking an extra step to support community projects in education, healthcare and housing for our supplier communities," says Seth Goldman President and TeaEO of Honest Tea. "Our *Honest, Fair, and Wired* promotion will not only bring technology to the workers and their families living on this estate; it will create consumer awareness about Fair Trade certification."

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“Corporate citizenship is a top priority at HP,” said Lynelle Preston, communications manager for Corporate Responsibility at HP. “By working with companies that share our values, HP can help make an even bigger difference in the world. We commend Honest Tea for heading up this promotion.”

“TransFair USA is thrilled to support Honest Tea in pioneering this exceptional promotion. The *Honest, Fair and Wired* project further enhances the direct link between consumers of Fair Trade Certified™ products in the US, and Fair Trade tea growing communities in India,” said Maya Spaul, Tea Program Manager of TransFair USA, the only independent, third-party certifier of Fair Trade products in the USA.

For rules and information about the *Honest, Fair and Wired* promotion or Honest Tea’s commitment to Fair Trade, please visit Honest Tea’s website at www.honesttea.com. To learn more about Fair Trade certification please visit Transfair USA’s website at www.transfairusa.org. Honest Tea retails for \$1.19 - \$1.99 and can be found at Wild Oats, cooperative grocery stores, and other grocery locations. For a list of cooperative grocery store locations, please visit www.ncga.coop.

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