

FOR IMMEDIATE RELEASE

TBL Capital Invests \$1.8 Million in Series A Equity Round in NUMI Organic Tea, North America's Fastest Growing Organic Tea Company

*Mission-Aligned Fund TBL Capital Invests Only
in Socially Responsible Companies*

SAUSALITO, CA, April 14, 2008—TBL Capital has invested \$1.8 million in NUMI Organic Tea of Oakland, CA, to fund the company's expansion into new markets, accelerate new product development, round out the senior management team and support projected growth.

"NUMI Organic Tea is a highly regarded industry leader in the premium organic tea category and has demonstrated extraordinary commitment to innovation, supply chain transparency, organic and fair trade advocacy, sustainable packaging, and assistance to tea producing villages in China, India and Africa" said Mark Finser, General Partner of TBL Capital.

NUMI Organic Tea pioneered the introduction of exotic herbs such as Rooibos, Lemon Myrtle, Honeybush and Dry Desert Lime that were popular in Europe but completely unknown in the United States. NUMI Organic Tea is also known for their innovative line of Flowering Tea; hand sewn tea leaves that blossom open when steeped in hot water. NUMI Organic Tea is responsible for commercializing this beautiful artisan trend from China.

"We're thrilled to have a partner like TBL," said Ahmed Rahim, Co-founder & CEO of NUMI Organic Tea. "TBL shares our values of social responsibility and our goal to inspire well-being of mind, body and spirit through the simple art of tea. TBL is a unique fund that doesn't require us to commit to sell our company in a prescribed timeframe. If we do consider partnering with a strategic partner one day, we know that TBL will support our efforts to find the partner that will truly embrace our values as well as our business model."

NUMI Organic Tea has won dozens of awards for their premium tea, innovative packaging and efforts in environmental sustainability. These include **#24 Top 100 Fastest Growing Inner City Companies**, INC Magazine, **Best Flavored & Best Commercially Brewed Iced Tea**, Word Tea Expo, **WRAP of the Year** (Waste Reduction Awards Program), **Outstanding Food Gift**, NASFT and **Most Innovative & Best Packaging**, Natural Product Expo.

TBL (Triple Bottom Line) Capital invests in socially responsible companies that are socially responsible and profitable. "We invest in companies that have significant social impact, and NUMI Organic Tea is a respected leader in the organic and fair trade tea category," said Joe Marshall, Principal at TBL. "We're particularly inspired by the company's commitment to

directly support their tea producing villages in the developing world and to their commitment to quality, innovation and authenticity". NUMI Organic Tea has enjoyed great success to date, which we expect to accelerate with this investment."

About NUMI Organic Tea (www.numitea.com)

NUMI Organic Tea is a premium, organic and fair trade tea company specializing in a special line up of full-leaf teas, fresh pure herbs and an innovative line of flowering teas. In 2007, NUMI Organic Tea increased its fair trade certified teas to 17 and introduced a line extension (Organic and Fair Trade) of new blends with real freeze dried fruits and herbs. NUMI's whole leaf teas are never treated with added flavors, colorings or essences common to the market, resulting in a rich and pure flavor. NUMI Organic Tea is committed to global consciousness and sustainability in all decisions and business practices, packaging and in concert with all the people around the world.

About TBL Capital (www.tblcapital.com)

TBL Capital has developed an intentional, patient capital venture fund focused on the needs of the entrepreneur with a balanced emphasis on people, planet and profits. With \$50 million under management, the firm invests in entrepreneurs who are committed to building companies with strong triple bottom line returns. We provide growth capital to help companies succeed and support entrepreneurs as they manage the many opportunities and demands of a growing business. Launched in the fall of 2007, TBL Capital focuses on a targeted range of socially beneficial sectors: consumer products, service providers, software, clean technology, green building, health and wellness, and retail.

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