

FOR IMMEDIATE RELEASE



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CAN KIDS GET “OOLONG” WITH OUT SO MUCH SUGAR?

And that’s the only “corn” your going to get from us because we never use High Fructose Corn Syrup!

Seattle, WA, May 8th, 2006: Nor do we use anything like Sucrose Acetate, Sucralose, Aspartame, or Ace K. If America’s school kids can’t spell the ingredient, we think they probably shouldn’t drink it either.

Last week, the William J. Clinton Foundation announced that it, along with the American Heart Association, had brokered a deal with the major soft drink manufacturers. While the sultans of sugar may have agreed to limit their school sales to bottled water and unsweetened juice, they are keeping diet sodas and so-called “sports drinks” on the menu.

Some parents, school nutritionists and citizen watchdog groups are concerned the agreement doesn’t go far enough. On April 3rd, Citizens for Health held a press conference calling on the FDA to revoke its approval of Sucralose. Sucralose is present in many diet and sports drinks. The group’s website calls Sucralose “a highly processed chemical sweetener factory-manufactured with chlorine” and claims, “Consumption of Splenda poses a risk to all Americans... especially pregnant women.”

All-natural tea like Cha Dao is not only a viable, but a preferable alternative. Ghim-Sim Chua, CEO and “brewmeister” of The Cha Dao Tea Company says, “to get the benefits of tea; you have to be able to get The True Taste of Tea™”.

When The Sage Group® International published its 2006 Specialty Tea is “Hot” Report™, it called tea “the healthiest beverage in the world, perhaps only challenged by water. It provides a broad spectrum of health benefits ranging from cardiovascular health support and cancer prevention to cholesterol reduction. There is more scientific substantiation...on the health-promoting benefits of tea than any other competitive offering.”

Everyone here at The Cha Dao Tea Company shares the same concern for consumers' health. Our **High-Mountain Oolong Tea** and **Japanese Green Sencha**; hydrate the body, boost energy and are also packed with anti-oxidant flavonoids. Neither contains any sugar or artificial sweeteners.

Our two sweetened varieties contain only pure, organic cane sugar. How much? Our **Herbal Chrysanthemum** has only 9 grams per 8 ounces. Our award-winning **Jasmine Green Tea with Lemon** has only 15 grams per 8 ounces.

Most sports drinks contain both processed sugar AND artificial sweeteners. Their ingredient lists often read like a high school chemistry class with things like, "sucrose-acetate isobutyrate, glucose-fructose syrup and acesulfate potassium". In at least one instance, we found a "sports drink" that contained partially-hydrogenated oils (trans-fats). That doesn't sound so sporty to us.

Vincent Kovar, Cha Dao vice-president follows up with "if you wouldn't want your kids to face something like 'sucrose-acetate isobutyrate' in the school district spelling bee; I'm pretty sure you don't want to feed it to them either."

Cha Dao Teas are currently available in fine grocers, restaurants, gyms, bookstores and cafes throughout the Seattle metropolitan area. Please see our mentions in *Gourmet Retailer* and the forthcoming issue of *Time Magazine*.

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About The Cha Dao Tea Company: Based in Seattle, Washington, Cha Dao is committed to delivering the True Taste of Tea™ with premium, all-natural bottled teas that are fresh, healthy and delicious. For more about The Cha Dao Tea Company, please visit us at www.chadaotea.com. Zen Your Health!™