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**TEASOPHY REINTRODUCES AMERICA TO THE FORGOTTEN LIFESTYLE AND RITUAL OF TEA DRINKING; LAUNCHES  
PRODUCT LINE FEATURING NEW TEA POD TECHNOLOGY**

*Innovative Pod Design and High-Quality Indian Tea Reinigorates Romance and  
Purity of Leaf Tea, Yet with the Convenience of Tea Bags*

SEATTLE - March 2004 - Modern technology and ancient tradition have come together with Teasophy, a new line of premium teas. Teasophy features high-grade leaf tea, an innovative tea pod and the reintroduction of a lifestyle long forgotten. It brings back the ritual of tea drinking by offering superior flavor and aroma infusion but with the convenience of bagged teas. Fife-based AMES International, the makers of Emily's Chocolates and Nuts, today launched the product line, which features teas from India's most prominent tea estates and a unique pyramid-shaped silken mesh tea pod that delivers an unforgettable drinking experience.

The Teasophy experience begins with its superior leaf tea and rare pyramid shaped, silken mesh tea pod. The pod's shape allows water to circulate around the leaves, making them "dance," or expand and move more freely, than in traditional flat tea bags, while infusing their full flavor and aroma into every cup. Flat paper tea bags don't allow room for leaf expansion and therefore typically house tea "dust," essentially the remnants of the tea leaves. As a result, it is difficult to control flavor intensity and extraction because it virtually all happens at the point of the first dip. Teasophy solves this problem with higher quality and design that delivers a more enjoyable tea experience.

"Our goal is to deliver a tea-drinking experience in its purest and most flavorful form," said Amy Paulose, vice president of brand development. "The larger leaves and tea pod allow drinkers to control the infusion of the tea - regulating its flavor intensity and eliminating the infusion of any chemicals or paper remnants that can seep into the tea from paper dip-and-go bags. This result is loose tea's robust flavors with the convenience of a tea bag."

Teasophy is introducing five varieties of tea - each with its own distinctive flavor - from different growing regions in India and Sri Lanka. Varieties include Kerala, Darjeeling, Assam, Nilgiri, and Ceylon. Later this year, Teasophy will introduce Earl Grey and Green Darjeeling teas as well.

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"Teasophy drinkers will notice the subtle, yet intriguing differences between the teas," said Paulose. "We've personally visited each of the estates to ensure that the integrity of the tea is intact and we are delivering not just a product, but a ritualistic lifestyle and appreciation for tea."

The company's understanding and appreciation for tea has made it easy for them to provide high-quality teas at very reasonable prices. Teasophy's founder, George Paulose, is a native of India who has made excellent business connections within the industry, enabling the company to obtain its tea directly from the source with minimal layers of distribution. The tea is higher quality than traditional American brands, but at the best price and value possible.

### **About Teasophy**

Teasophy brings tea from the unique regions of India to your cup - with as little as possible in between. Its pyramid shaped pod delivers the experience of a tea ball but with the convenience of a ready-to-use tea pod. Teasophy is a brand of AMES International, the makers of Emily's Chocolates and Nuts.

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