

FOR IMMEDIATE RELEASE

Milwaukee, WI—April 15, 2009

Rishi Tea and WMSE Radio team up to spread tea and love!

The Rishi Tea/WMSE relationship naturally developed over tea infused vodka drinks and a great music set courtesy of DJ Dori Zori at WMSE, oh and a healthy supply of Milwaukee love.

As huge WMSE fans, we thought it nice to send their hardworking, free-form radio slinging DJs great tea to push them through the wee small hours. We threw in our Natural Tealeaf Powders for those times when hot water isn't accessible and a quick charge was in dire need, and as it turns out, they loved them.

The WMSE staff loved them so much they told all their friends as they guzzled all the tealeaf powders they could get into their reusable water bottles. But the love fest doesn't end there. Starting April 15th and lasting through summer, Rishi Tea is donating to WMSE \$1 for each box of Natural Tealeaf Powder sold in the Milwaukee area.



Visit any of your favorite Milwaukee markets including Outpost, Beans & Barley, Whole Foods, Sendik's and Good Harvest to purchase any of the 4 teapowder varieties including **Genmai**, **Sencha**, **Oolong** and **Matcha**.

Natural Tealeaf Powders combine the great flavor and health benefits of real tea with the ease and convenience of instant tea. But unlike instant tea, Rishi's tealeaf powder is made from 100% pure tealeaves that are cold milled into a fine powder; no added colorants, synthetic sweeteners, sugars or flavors—just the antioxidant, vitamin and mineral richness of real tea, on the go.

For additional information, contact:



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