



**Environmental and CSR Leader Traditional Medicinals®
Recognized As Largest Fair Trade Certified™¹
and Largest Certified Organic Tea Company²
in the United States**

***Traditional Medicinals® Named Winner of
2008 Nutrition Business Journal Business Achievement Award
for Environment and Sustainability³***

SEBASTOPOL, Calif. – April 21, 2009 – Traditional Medicinals®, an organic medicinal tea⁴ company with 35 years of environmental stewardship, social responsibility and cultural preservation, has become the top selling Fair Trade Certified™ tea company, as well as the top selling Certified Organic tea company in the United States, according to data from SPINS/Nielsen. Consistent with these milestones, Traditional Medicinals has been named a winner of the 2008 *Nutrition Business Journal* (NBJ) Business Achievement Award for Environment and Sustainability. The annual award recognizes the most innovative, forward-thinking companies, products and initiatives in the nutrition industry.

Traditional Medicinals, one of the original pioneers in the Natural Products Industry, was founded on guiding principles that running a business requires taking care of the land and the people who grow and collect the herbs used in their products. These principles have shaped Traditional Medicinals' core company values, guided strategic decisions and been practiced throughout daily operations for over three decades.

Placing great importance on humanity and social equity throughout the entire supply chain, Traditional Medicinals has become the largest manufacturer of Fair Trade Certified tea products in the United States. Fair Trade certification promotes sustainable development while empowering farmers, workers and their communities through environmental standards and price premiums. Traditional Medicinals sources medicinal plants grown or wild-collected in their native habitats, working with local producer communities to obtain the highest quality herbs. As part of these efforts, Traditional Medicinals prioritizes cultural preservation and traditions by developing deep relationships and improving socio-economic status and day-to-day living conditions with the communities involved in farming and wild collecting the herbs used in their products.

Fair Trade products are certified by Trans Fair USA, the third-party organization responsible for ensuring that products meet the international Fair Trade criteria established by the Fair Trade Labeling Organizations International (FLO).

For wild harvested plants, Traditional Medicinals is obtaining some herbs with ecological and social certification through the FairWild Certified program, certified by the Institute for Marketecology (IMO) and also investing in the test implementation of the new International Standard for Sustainable Wild Collection of Medicinal Aromatic Plants (ISSC-MAP).

¹\$ Sales Fair Trade Certified™ Tea SPINS/Nielsen Bag Tea Food/HNF Total USA 52 weeks end Jan 24, 2009 (With transition of Organic Nighty Night®, Organic Chamomile with Lavender & Organic Easy Now® to Fair Trade Certified™ status)

²\$ Sales Organic Tea SPINS/Nielsen Bag Tea Food/HNF Total USA 52 weeks end Jan 24, 2009

³ 2008 Environment and Sustainability Award: *Traditional Medicinals' commitment to organic and Fair Trade help the tea company do well by doing good, Nutrition Business Journal, January 2009;XIV(1):18-19.*

⁴ SPINS/AC Nielsen 24 week data ending November 2007. ⁴ In the United States, "medicinal teas" are classified as herbal dietary supplement products but in Canada and in the EU they are classified as medicines.

Traditional Medicinals has been committed to sustainable organic agriculture and wild harvesting for over three decades, and is the largest certified organic tea manufacturer in the United States. Traditional Medicinals sources over 90 different organic herbs for use in their products. Traditional Medicinals also sources some biodynamic® certified ingredients from farms in Egypt and India, certified through Demeter, which has strict guidelines that also cover important social issues.

To further its commitment to the environment, Traditional Medicinals products are manufactured in the world's largest solar-powered tea factory. Last fall, Traditional Medicinals installed 1,450 solar panels to power its 70,000 square foot tea factory and headquarters. This solar project generates approximately 430,000 kilowatt hours per year of clean, renewable energy, or about 75 percent of the company's energy needs, and the balance is met through the purchase of wind energy credits. Traditional Medicinals also minimizes its environmental impact with recycled and recyclable packaging, intensive on-site recycling and a fleet of hybrid vehicles. The 8.5 acre facility and grounds are nearly self-sustained with its own water source and purification system, a sophisticated waste water disposal system, a large stocked fish pond for fire suppression and it is beautifully bordered with dense native drought-resistant landscaping.

"We deeply care for the earth, the communities we work with, and all of the people who enjoy the healthful benefits of our products. Operating a successful business in a sustainable, human-conscious manner is essential to the ethics and core values of our company," said Drake Sadler, Co-Founder of Traditional Medicinals. "The depth of involvement with Fair Trade and Organic Certifications reflect our overall humanitarian and environmental objectives. As an employee-owned company (ESOP), we're honored to be recognized by Nutrition Business Journal, and are committed to continuously improving upon these accomplishments."

Nutrition Business Journal Business Achievement winners were nominated by industry peers and chosen by a panel of industry leaders. Winners were announced in the January 2009 issue and will also be honored at an annual awards dinner in July 2009.

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About Traditional Medicinals

Providing the highest quality herbal products since 1974, Traditional Medicinals incorporates the ancient art of traditional formulating with the most modern scientific methods of quality control. Some of its best selling organic medicinal herb teas include Smooth Move®, Throat Coat® and Mother's Milk®. The company uses pharmacopoeial grade herbs and is committed to the scientific study of their products, including rigorous quality control testing, following Good Manufacturing Practices (GMP) and sponsoring clinical research. Products can be found in health and natural food stores, nutritional shops, grocery supermarkets and drug stores throughout the United States and Canada as well as in the U.K. and the Netherlands. For more information about Traditional Medicinals, please visit www.TraditionalMedicinals.com.

Traditional Medicinals offers Herbal Dietary Supplements, Natural Health Products, OTC Medicines and Traditional Herbal Medicinal Products for the global market.