



For Immediate Release

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Sweet Leaf Tea Purchases “Green Power” for Corporate Headquarters from Green Mountain Energy Company

Companies also team up to encourage consumers to ‘Drink Green’ and pledge to make environmental difference to commemorate Energy Awareness Month

AUSTIN, Texas (Oct. 1, 2009) – Sweet Leaf Tea, one of the fastest growing all-natural and organic beverage companies in the United States, is purchasing renewable energy from Green Mountain Energy Company, the nation’s leading provider of cleaner energy and carbon offset solutions. The purchase of 1 million kilowatt hours (kWh) of Renewable Energy Credits (RECs) will offset the electricity required to operate Sweet Leaf’s corporate headquarters and manufacture and bottle its line of ‘Green’ teas for one year.

Additionally, beginning today, the two companies are launching the nationwide “Drink Green” program to encourage consumers to take a small step to help the environment. The partnership is part of an environmental action program to encourage positive green behavior during National Energy Awareness Month.

Renewable Energy Purchase

Sweet Leaf is purchasing 100 percent pollution free wind power that will offset its anticipated carbon dioxide (CO₂) emissions resulting from the estimated electricity used to make and bottle its line of Green Teas and operate its corporate headquarters in Austin, Texas for one year. To put that in perspective, this purchase has the same environmental impact as planting nearly 80,000 trees, recycling more than 3.2 million aluminum cans, or not driving a car more than 1.4 million miles.

“Green Mountain Energy Company is about ‘changing the way power is made’ and we applaud Sweet Leaf Tea for its commitment to reduce its carbon emissions by purchasing renewable energy for its operations,” said Paul Markovich, senior vice president, Residential Services, Green Mountain Energy Company. “Through this purchase Sweet Leaf Tea is demonstrating its leadership in environmental stewardship.”

“Drink Green Promotion”

Beginning October 1 to coincide with Energy Awareness Month, consumers can visit the “Drink Green” Web site, www.sweetleaftea.com/drinkgreen, where they can submit a pledge of action to do something positive for the environment and enter to win a BeGreen[®] Carbon Neutral prize pack from Green Mountain Energy Company.

(more)

HOW TO ‘DRINK GREEN’

- ✓ Visit the “[Drink Green](#)” Web site and make a pledge to live greener starting Oct. 1.
- ✓ Submit your contact information to enter to win a Green Mountain Carbon Neutral prize pack.
- ✓ Pick up a free Sweet Leaf Tea reusable tote bag during the promotion at participating retailers.

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One grand prize winner will receive a *BeGreen* Carbon Neutral prize pack, which will offset the estimated environmental impact of the winner's home electricity usage, air travel, and auto travel for one year. Additionally, the grand prize winner and one runner-up winner will receive a *BeGreen* Sustainable prize pack, which includes a reusable, stainless steel Klean Kanteen water bottle, a *BeGreen* Pod reusable bag, and Lonely Planet's responsible travel book, *Code Green*.

Consumers can also receive a limited edition Sweet Leaf Tea reusable shopping bag when they visit participating retailers during the promotion.

"Sweet Leaf Tea has long been a proponent of environmental stewardship," said Clayton Christopher, Sweet Leaf Tea's Founder and CEO. "We see this partnership as a way for our customers to not only enjoy our all-natural drinks, but also join us in an effort to further neutralize our daily impact on the environment."

The "Drink Green" program will continue through November 2009, and winners will be selected December 1. To further boost awareness of the "Drink Green" program, Green Mountain will include Sweet Leaf Tea coupons in welcome kits for new customers in Texas.

Consumers can visit Green Mountain's Drink Green Web site www.begreennow.com/drink-green/, during the promotion to learn more about the Sweet Leaf Tea partnership and ways to neutralize their carbon footprint.

Sweet Leaf will relocate its Austin-based headquarters to a LEED- certified building this month to further show its environmental commitment.

About Energy Awareness Month

Since a 1991 proclamation by President George Bush, October has been recognized as Energy Awareness Month. For more than 15 years, government organizations – in partnership with businesses, environmental associations, and concerned citizens – have observed this month with activities and programs to promote public understanding of our energy needs and to reduce energy consumption in our everyday lives.

About Green Mountain Energy Company

Green Mountain, the nation's leading provider of cleaner energy and carbon offset solutions, was founded in 1997 "to change the way power is made." The company is the longest serving green power marketer in the U.S. Green Mountain offers consumers and businesses the choice of cleaner electricity products from renewable sources such as wind and water and carbon offset products. Green Mountain customers have collectively helped avoid over 4.9 million tons of CO₂ emissions. For more information, visit www.greenmountain.com.

About Sweet Leaf Tea

Sweet Leaf Tea is one of the fastest-growing beverage companies in the United States. The company was founded in 1998 by Clayton Christopher, then 25, when he couldn't find a bottle of iced tea that tasted like the delicious, homemade tea his grandmother used to make for him when he was growing up in Beaumont, Texas. Made from all-natural ingredients, including purified water, pure cane sugar and high-quality organic tea leaves, Sweet Leaf Tea is made and brewed based on Clayton's grandmother's recipe and technique. Sweet Leaf Tea, which is available in 10 classic iced-tea flavors and one lemonade flavor, is available nationwide, Nestle Waters North America, the number-one bottled water company in the U.S., is now a partner in Sweet Leaf Tea. For more information, visit www.SweetLeafTea.com.