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News Release

Souvia™ plans expansion in Phoenix metro Area

Phoenix, AZ - September 1, 2006: Souvia™ announced expansion plans today for the Phoenix metro area, detailing the addition of more of its unique loose tea shops. Souvia™ plans to open three new stores within the next year with locations in Scottsdale, Tempe and the West Valley. There are also plans to enter the Texas and Florida markets in 2008. The first Arizona store, open since January 1, 2006, has successfully confirmed the local demand for quality tea and solidified their business model. Souvia™ President and co-founder, Kerstin Wingert commented "We have customers traveling from as far away as Surprise, Cottonwood and Buckeye to buy our teas and attend our classes, The demand is everywhere, so we are expanding to better service our customers." Souvia's extensive selection of loose teas, including over 25 organic and Fair Trade™ varieties attracts customers looking for healthy beverage alternatives without compromising taste.

Souvia™ focuses on making loose tea and herbals accessible to everyone. The selection and preparation of tea can be intimidating to some; therefore Souvia™ trains its staff extensively on tea, herbals and customer interaction. Souvia's "Tea Consultants" help each customer select and prepare teas they will enjoy, while expanding their understanding of complexity and variety of tea.. "We want our customers to ask questions and to understand the products we sell. Tea is much more complex and varied than coffee, so we approach the tea business like selling wine. The regions, climates, varietals, and processing all affect the flavors and aromas of tea just like they do wine. It gives our customers something they can easily relate to.", said Wingert.

About Souvia™

Souvia™ has Arizona's largest collection of loose leaf teas and herbals that can be prepared at home or enjoyed right in its stores. Souvia™ is the Valley's source for information on tea through its passionate,

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knowledgeable staff and regular classes and tastings. Souvia™ has been featured on Good Morning Arizona and KPNX's upFront programs. With a contemporary European design that reflects the natural basis of the product offered, Souvia™ strives to create an environment that appeals to tea drinkers of all levels. For more information please visit www.souvia.com