



CONTACT: Andrew Schamisso
Founder and President
Inko's LLC
1-(866) 747-INKO

FOR IMMEDIATE RELEASE

INKO'S WHITE TEA LAUNCHES THE FIRST SINGULARLY PRODUCED
READY-TO-DRINK WHITE TEA

-INKO'S WHITE TEA™ -

--Perhaps the Rarest, Healthiest, Best-Tasting Tea on Our Little Planet--

MANHATTAN, N.Y., February 24, 2003—Under its mantra “Rare Tea, Rare Taste, Rare Find.™”, Inko's LLC™, the first beverage company dedicated to producing Ready-to-Drink teas containing one of the rarest in the world, “White” tea, today announced its launch into the New York Tri-State Market.

Bottled in 16-ounce stippled glass, Inko's White Tea is an all natural product that is brewed—not from concentrate or powder—and contains a subtle hint of fresh-cut, steeped ginger; fructose crystals—not corn syrup—and; the Company believes, the highest level of antioxidants of any tea including green tea.

Why choose white tea?

“Even though specific studies concerning white tea are in their infancy,” says Founder and President, Andrew Schamisso, “the fact is, promising research is currently being conducted that indicates white tea may be a better cancer fighter than any other tea on the market. So, instead of asking ‘why’, we at Inko's ask --‘Why not?’”

To do its part, Inko's has promised to donate a portion of the proceeds from every bottle of Inko's White Tea to cancer research.

In the meantime, Inko's dedicates itself to producing a quality “new age” beverage for the health-conscious consumer that is clean and crisp to the palate, devoid of grassy aftertaste associated with many other teas, and a delicate sweetness under 30 calories per serving.

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413 E. 72nd St. Ste 3B, New York, NY 10021 (866) 747-INKO email: inkostea@aol.com

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“Because of our unique formula, we believe Inko’s is not only the sweetest tasting low calorie drink on the market but also maintains a unique flavor that curiously changes and gets better with each sip” says Schamisso. “Of course, that’s just our feeling. We trust our customers will decide for themselves and hope to hear from them via our website at www.healthywhitetea.com (scheduled to launch March, 10, 2003).”

Cultivated in China, white tea is called “white” because of the fine silvery white hairs covering its unopened buds. Buds are laboriously plucked by hand from the top of the tea plant then withered to allow natural drying. The end product for brewing is a bud (not a leaf), making it one of the least processed of any teas.

Established in 2002, Inko’s LLC™ is dedicated to bringing the unique taste and health benefits of white tea to the types of people that would never allow themselves and/or their children to drink sugar-drenched drinks. Inko’s is bottled by Brooklyn Bottling Co. (Milton, NY) and after a “soft” rollout (begun February 14th), Inko’s can already be found at select gourmet stores and health stores with a continued rollout planned to food-service outlets, Spas, health practitioners, health clubs, and wherever else our CDO (Chief Doggie Officer—see logo above) tells us to go.