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INKO'S WHITE TEA LAUNCHES IN ALL NEW YORK CITY PUBLIC HIGH SCHOOL VENDING MACHINES

- Two New 12-oz Offerings Meet Stringent NYC DOE Nutritional Requirements -

New York, NY (April 5, 2010) – Inko's LLC, the first and only beverage company solely dedicated to producing and marketing all-natural, ready-to-drink white teas, today announced the distribution and availability of two new 12-oz canned flavors, Inko's Blueberry and Inko's Strawberry White Teas, for and into all New York City Public High School vending machines and ancillary commissaries.

To improve the nutritional quality of food and beverages available for sale to students at school, the Chancellor of the Department of Education for the City of New York revised and updated its 2004 Wellness Policy on June 29th, 2009. This Policy mandates to improve the quality and nutritional value of foods and beverages that are available for children. With specific regard to beverages, the policy states:

- Water is permitted
- Low calorie drinks without any artificial flavors, colors, or sweeteners are permitted
- Maximum of 25 calories per 8 oz. serving
- No serving size limit

“Since coming to market in 2002, our mission statement has been and always will be to bring the unique taste and healthy benefits of white tea to those who don't want themselves and/or their children drinking sugar-laden beverages,” said Andrew Schamisso, founder and president of Inko's White Tea. “Outside of water, we're fortunate to be one of the few all-natural alternatives for the school market and, with regard to the Chancellor's groundbreaking and nation-leading Wellness Policy, we are proud to support the initiative with a product that provides seventy five percent less calories than one typical can of soda.”

Inko's 12-oz can line of products were created especially for the school market and are three calories less than the company's award-winning line of low-calorie bottled white teas, which are sold nationwide. In addition, totally new graphic art, including a new logo, was created to appeal to a younger market.

Inko's worked closely with its primary vending customer, CC Vending (Bronx, NY), to create what is in essence a totally new line of beverages—a non-carbonated, 25-calorie per serving, healthy white tea beverage in a customary 12-oz can—intended for the vending machine and single-serve grab-and-go outlets.

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