

FOR IMMEDIATE RELEASE  
October 16, 2009

## **Fully Loaded Tea announces new distribution agreement with Tree of Life**

*Gourmet tea company expands its reach across the US with leading distributor of gourmet foods*

**Mississauga, ON** – Fully Loaded Tea (FLT) is pleased to announce its strategic distributor relationship with US-based Tree of Life, a leading distributor of natural, organic, specialty, ethnic, and gourmet food products. FLT's agreement with Tree of Life will focus on expanding awareness of the company's whole fruit and exotic berry blends, that are as delicious as they are healthy, while meeting the needs of the ever-increasing number of Americans who choose a lifestyle of "Living Well".

“Fully Loaded Tea continues to expand its market reach by aligning itself with like-minded distributors, such as Tree of Life, who understand our company's mandate and vision,” explains Katya Popoff, co-founder, FLT. “FLT's distribution agreement with Tree of Life ensures our blends reach valued customers across the US who seek out top quality products for optimal health.”

Co-Founders and sister-duo Katya Popoff and Olga Lenova have been making their mark across North America with their bold, opinionated blends since 2007. Full of exotic berries rich in vitamins and antioxidants and blended with whole leaf teas, FLT is a truly innovative premium tea company with exceptional flavours that appeal to a growing demographic. The company's breakthrough blends continue to secure invitations to participate in a number of high-profiled, celebrity events such as the Primetime Emmy Awards, SXSW Film Festival, and the Much Music Video

Awards.

Tree of Life will commence distribution of seven of FLT's fresh, exciting and modern blends later this month. Retailers across the US, such as Whole Foods, will receive the wildly popular flavours with such memorable names as: Bulletproof Currant Fruit Tea, Goji Force Green Tea, Naked Strawberry Green Tea, Citrus Spiked Black Tea, Cucumber Mojo White Tea, Shameless Berries Fruit Tea, and Wild Siberian Fruit Tea.

For more information about FLT, to purchase the blends online, or to find locations around the country where FLT is available, please visit [www.fullyloadedtea.com](http://www.fullyloadedtea.com).

For more information on Tree of Life, please visit:  
[www.treeoflife.com](http://www.treeoflife.com).

-30-

**Reference:**

Laura Murray

Media Relations

Curve Communications

T: 604.684.3170 ext. 112

C: 778.231.3128

E: [lauramurray@curvecommunications.com](mailto:lauramurray@curvecommunications.com)