



BULLETIN # 169

November 26, 2008

TO: All Liberty Richter Distributors

FROM: John H. Affel

SUBJECT: Steaz goes Carbon Neutral

**Steaz® Leadz the Way with Innovative Environmental Initiatives
By Supporting NativeEnergy Carbon Offset Programs**

Support of Community-Based Projects Highlight
Steaz's Commitment To Environmentally-Friendly Business Practices

(Newtown, PA) — Steaz®, the category leader in the healthy and organic beverage market has announced the company will offset the annual carbon dioxide emissions of its operations by participating in renewable energy projects funded by NativeEnergy, a high quality carbon offset provider focusing on new Native American, farmer-owned, and community-based projects. The agreement will enable Steaz, producer of Fair Trade Certified Steaz® Sparkling Green Teas, Steaz® Diet Sparkling Green Teas, Steaz® Energy™ and Steaz® Organic Iced Teaz™, to mitigate its environmental impact by an estimated 1,044 tons of carbon annually through Steaz's support of three community-based NativeEnergy projects, the Colonie Landfill Gas to Energy project, the Dovan Farm Manure Digester Project and the Cascade Sierra Solutions Truck Efficiency project.

“We view our relationship with NativeEnergy as an opportunity to take our commitment to earth-friendly business practices to a whole new level,” said Eric Schnell, co-founder of Steaz. “Our company’s mission has always been to build a healthier world with great tasting, good-for-you beverages for the mind, body, and soul. With our support of high quality projects managed by NativeEnergy, we’ve achieved our long-held goal of countering our environmental impact through meaningful initiatives, ensuring that our beverages continue to respect our planet too.”

Headquartered in Bucks County, Pa., Steaz has grown from a self-funded start-up founded in 2002 by beverage industry veterans Steven Kessler and Eric Schnell to its current standing as a leading player in the all natural, organic beverage sector. They both attribute the success of the Steaz brand to remaining true to their original vision of using only healthy, natural and organic ingredients, maintaining Fair Trade™ practices with suppliers and building a company founded on environmental stewardship.

“Our involvement in NativeEnergy’s community-based projects gives us the ability to offset our carbon emissions through the carbon reductions delivered by these projects,” Mr. Kessler stated. “The result will be that we’ll offset our energy use from production, packaging and shipping of Steaz products and realize our objective of doing good for people and our planet while maintaining profitability on behalf of our stakeholders.”

The NativeEnergy projects in the Steaz carbon offset portfolio empower community-based efforts by harnessing renewable energy sources and helping new energy efficiency projects that displace or reduce

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fossil fuels that otherwise would be used to generate energy and prevent seepage of methane, a powerful greenhouse gas.

Dovan Farm Methane-Powered Electricity Generator

Virtually all of the electricity needs of the Dovan family farm in Berlin, Pa. are now being met by an 85kW generator powered by manure and food waste from a nearby manufacturer. The anaerobic digester system generates electricity using manure-based biogas from the Dovan's 450 cows which is used to run the generator. Excess heat from the generator heats farm buildings, reducing the amount of propane needed. Surplus power from the Dovan Farm is being purchased by their rural electric co-op.

Benefits: Over its estimated 20-year lifetime, the Dovan digester will keep approximately 22,000 tons of CO₂ put off by cow waste from entering the atmosphere and an additional 7,000 tons of CO₂ that would have been created using traditional power sources. The digester has also significantly reduced the manure odor and pathogens and is creating safer organic fertilizer to apply to the fields and bedding material for the cows in place of purchasing wood shavings.

Colonie Landfill Gas to Energy Project:

Designed and operated by Innovative Energy Systems, Inc., this alternative power source in the town of Colonie in Albany County, New York uses biomass from landfill to generate 1.6 megawatts per hour of electricity, operating 24 hours a day, 7 days a week, with more than 98% up-time.

Benefits: Transforms what was once considered waste into consumable energy. Installation produces electricity while trapping and destroying landfill gases that otherwise would be emitted into the atmosphere; including methane, a major greenhouse gas that accounts for approximately 10% of the man-made greenhouse gas emissions in the United States. Revenues are shared between the Town of Colonie and the project's operator, IES, and have become a significant resource in the town's overall operational budget.

Cascade Sierra Solutions Truck Efficiency Project:

A collaborative effort between Cascade Sierra Solutions, an environmental non-profit, trucking company and NativeEnergy, this nation-wide initiative provides technologies and practices to help long-haul, heavy-duty diesel truck carriers save fuel and money, reduce air pollution and cut carbon dioxide emissions that contribute to climate change. The project uses several customized energy efficiency measures, including the installation of low rolling resistance tires and wheels, aerodynamic fairings, fuel-efficient engine technologies such as direct-drive transmission, auxiliary power units, and other idle reduction technologies.

Benefits: Delivers fuel-saving and carbon emission offsets, minimizing the adverse impacts on health from air pollution released during the life of thousands of trucks, which average 1.5 million miles each. Performance data is monitored via Global Positioning Systems and U.S. Government statistics based on average truck energy use. Carbon funding of this project enables Cascade Sierra Solutions to provide low-cost financing for the installation of the efficiency measures, overcoming a major obstacle that prevents most truckers and trucking firms from benefiting from energy-saving technologies.

"Its immensely encouraging for us when companies like Steaz, a trendsetter in making social responsibility a key element of their business, share our vision for a more sustainable energy future," said Tom Boucher, president and CEO of NativeEnergy. "The commitment that Steaz has made to these three projects tangibly enhances their commitment to sustainability and is an investment in future emission reductions."

Among Steaz's commitments to social and environmental responsibility is the firm's highly regarded dedication to Fair Trade™ practices with their suppliers and use of all natural, USDA Certified Organic ingredients. In 2007, Steaz was recognized with the Socially Responsible Business Award, an honor presented annually to companies displaying exemplary business citizenship in the natural, organic and sustainable products industry.

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About NativeEnergy, Inc.

NativeEnergy leverages market demand for carbon offsets to bring on line new Native American, family farmer and community-owned renewable energy projects. *Native Energy* offers third party verified and certified renewable energy credits and offsets from a variety of operating projects across America and internationally. Through its novel approach of bringing upfront payment to renewable projects for the estimated future carbon offsets, *Native Energy* enables its clients to help directly finance the construction of specific new wind farms and other renewable energy and other carbon reducing projects. *NativeEnergy* continues to focus on real, additional offsets that provide both an environmental and a social benefit, for both people and planet. More information is available at www.nativeenergy.com.

About Steaz

Steaz (www.steaz.com) is the maker of USDA Certified Organic and Fair Trade Certified™ Steaz® Sparkling Green Teas, Steaz® Diet Sparkling Green Teas, Steaz Organic Iced Teaz and Steaz® Energy™, named Energy Drink of the Year by BevNet.com. According to SPINSscan Natural, Steaz is the best-selling organic soft drink brand in the U.S., based on total dollar sales.

Steaz beverages are sold nationally in the U.S. in natural, specialty, gourmet and club stores, and through food service companies. Steaz beverages are sold in retail outlets such as Whole Foods, Wild Oats, Wegmans, and Shaw's supermarkets. Steaz is also sold internationally in Canada, Australia, Mexico, India, Singapore, South Africa, the Netherlands, and the Middle East. Interested retailers can request samples. All Steaz products are Certified Organic by Quality Assurance International (QAI) and are Fair Trade Certified by TransFair USA.

To learn more about Steaz, visit www.steaz.com or contact Lee Brody by phone at (215) 321-8330 or by email at lee@steaz.com. For media related inquiries, please contact Alissa Sears of Christie Communications at (805) 969-3744 or via email at

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