

MILO'S[®]

FAMOUS TEA

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Milo's Famous Sweet Tea Arrives In Atlanta – Without the Calories

Atlanta, GA: It's a dream come true for sweet tea lovers in Atlanta who want or need to avoid the sugar and calories that come with sweet tea – but still be able drink all the sweet tea they want! Beginning this week, Milo's Tea Company will be delivering its new No Calorie Milo's Famous Sweet Tea, Sweetened with SPLENDA[®] Brand Sweetener to the Atlanta and North Georgia area. Milo's first introduced its tea – Milo's Famous Sweet Tea and Unsweetened Tea- to the Atlanta area in April 2006. Since then, nearly 200,000 gallons of Milo's tea have been sold in Georgia - making it the fastest growing distribution area in the company. Milo's Tea expects that number to quickly grow with the arrival of its no calorie tea in local stores.

“In response to requests from Milo's Tea lovers for reduced calorie sweet tea, we are delighted and excited to now bring to Atlanta what we think is the best no calorie sweet tea anywhere.” says Jay Evers, Chief Operating Officer. “We launched this product a year ago in Alabama. We receive thank you letters, emails and calls each day from customers who are diabetic or simply reducing calories.” “Milo's Tea with SPLENDA[®] is a significant step in the bottled tea business and is one of the first of its kind on the market. A freshly brewed tea without preservatives in a calorie-free version is a dream come true for sweet tea lovers in Atlanta and throughout the southeast,” adds Jay.

Over 70 Atlanta area Wal-Mart stores and Super Centers are now carrying Milo's Tea with SPLENDA[®]. All of those stores will have the new no calorie tea, sold in gallon containers, by the end of this week. Milo's Tea can also be purchased in gallon and single serve sizes in some independent supermarkets in Georgia and in area convenience stores, discount stores and other retailers. Milo's Tea is planning to expand to other supermarkets and stores in Georgia as well.

“Milo's Tea is freshly brewed from the finest ingredients. To bring all natural products to market, our brewing, logistics and delivery systems are extremely detailed,” says Mitch Wolfe, Sales & Marketing Manager for Milo's Tea Company. “Milo's Tea is a family owned business; all we do is brew tea. Now we offer a sweet tea with no sugar, no calories and no carbs. We are confident this new sweet tea is going to be extremely popular with the many Milo's Tea customers we have in the Atlanta area. Also, I believe our new no calorie customers will be blown away with the flavor of our sweet tea sweetened with SPLENDA[®] Brand Sweetener,” adds Mitch.

About Milo's Tea Company: Located in Bessemer, Alabama, Milo's Tea was first developed in 1946 when Milo Carlton opened his first Milo's Hamburger Shop in Birmingham, Alabama. Due to the high demand for their sweet tea, Milo's Tea Company began distributing its ready to drink tea to grocery retailers in 1989. The Company sold the restaurant franchise division in 2002 to focus on its tea business. For over sixty years, Milo's Tea Company has perfected the process of making the best freshly brewed tea available. Milo's Tea is sold in convenience stores and grocery stores across Alabama, Mississippi, Middle Tennessee and the Florida panhandle, and has recently expanded into Georgia, East Tennessee, Louisiana, and parts of Virginia and South Carolina. Read more about the company and its famous tea at www.milosteatea.com.

