

FOR IMMEDIATE RELEASE

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Big Gulp® Goes Organic

*Cooper Tea Offers First Organic Iced Tea For Beverage Fountains;
B.W. Cooper's Iced Brew Tea™ Debuts In 70 Percent of U.S. 7-Eleven® Stores*

LOUISVILLE, COLO. (April 8, 2010) –7-Eleven® stores across the country are the first retail outlets to offer on its Big Gulp fountain beverage machine USDA-certified organic iced tea, developed by International Tea Master Barry W. Cooper and the Cooper Tea Company nationwide..

Cooper created B. W. Cooper's Iced Brew Tea™ in 2003 as an all-natural tea concentrate, made from real tea, with no artificial colors or added flavors. 7-Eleven offered it as an option on the fountain machine since that time. But earlier this year, the tea blend was converted to organic tea and received USDA organic certification. 7-Eleven made the switch on their fountains and now serves the new organic tea in its stores that offer B.W. Cooper's unsweetened tea. In April, stores will replace the old fountain decals with new ones carrying the USDA organic seal.

“Our mission is to craft the best iced teas possible and make them available to tea lovers everywhere,” says Tea Master Cooper. “We are the first company to provide the industry with an organic tea that can be conveniently served on fountain machines.”

Cooper Tea Company is a specialty tea company known for its premium iced tea concentrates. B.W. Cooper's Iced Brew Teas are served in more than 10,000 locations in the U.S. Visit www.CooperTea.com to learn more. Close to 70 percent of 7-Eleven, Inc.'s U.S. stores are carrying the product.

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