

FOR IMMEDIATE RELEASE

Teavana Corporation
3630 Peachtree Rd., NE, Suite 1480
Atlanta, GA 30326

TEAVANA CORPORATION VOLUNTARILY RECALLS PEPPERMINT ORGANIC HERBAL TEA
BECAUSE OF POSSIBLE HEALTH RISK

Atlanta, Georgia – March 3, 2011 – Teavana Corporation today announced a voluntary recall of 2,659 lbs of Peppermint Organic Herbal Tea produced by Aromatics Inc., Basin City, WA, because it has the potential to be contaminated with *Salmonella*. Aromatics Inc. exclusively produces and distributes Teavana's Peppermint Organic Herbal Tea. The recall was as the result of a batch sample testing program by the Company after it received a notification of possible contamination by the vendor, which revealed that the finished products contained the bacteria. The Company has ceased the production and distribution of the product as the FDA and the Company continue their investigation as to the origin of the contamination.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with *Salmonella* often experience fever, diarrhea (which may be bloody), nausea, vomiting, and abdominal pain. In rare circumstances, infection with *Salmonella* can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (*i.e.*, infected aneurysms), endocarditis, and arthritis. For more information on *Salmonella*, please visit the Centers for Disease Control and Prevention's Web site at <http://www.cdc.gov/> or call 800-CDC-INFO (800-232-4636).

The Peppermint Organic Herbal Tea was distributed nationwide in Teavana retail stores and through mail and internet orders. The Peppermint Organic Herbal Tea is sold measured to customer's orders in retail stores and sold in 2 oz pre-packaged pouches by mail order or internet. There are no lot/batch identifying markings on the store or ecommerce packaging. Retail store stock was sold between December 4, 2010 and February 16, 2011. Mail order & internet stock was sold between November 30, 2010 and February 16, 2011.

While no illness related to this voluntary recall has been reported to date, any potential health risk is significantly reduced when following the printed brewing instructions on the package or available online.

Consumers who have purchased Peppermint Organic Herbal Tea are urged to return it to the place of purchase for a full refund. Consumers may also contact Teavana Customer Service at 1-877-832-8262 (M – F from 8.30 A.M. until 6:00 P.M., EST) for instructions on how to return the product.