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NAJA TEA
Sasha's - Living with Style

Press Release

Naja Tea to Pop Up in Long Beach's Broadway District

Naja Tea to open holiday boutique and tasting room within Sasha's - Living with Style furnishings boutique

Long Beach, CA, September 20, 2010: Organic loose leaf tea and accessories company, Naja Tea, has announced the opening of a retail pop up shop within Sasha's - Living with Style, a furnishings and lifestyle boutique located in the Broadway district of Long Beach, CA.

From October 6 to January 2 the wholesaler and online retailer will operate Naja Tea Tasting Room & Boutique, a unique retail concept where customers can sample flights of tea, shop for unique teas and tea-themed gifts, attend private events with tea professionals, and experience private tastings within a quaint room in the Craftsman style home-turned-boutique.

During a recent meeting with Sasha Witte to expand the interior designer's selection of retail teas currently sold in her boutique, Naja Hayward suggested the idea: "I looked around the warm and stylish environment that Sasha created and saw the potential in an underutilized conference room. I saw the perfect space for a tea concept."

The two women instantly realized the potential for a winning collaboration. Within a week Hayward and Witte met again, this time to discuss transforming the 200 square foot space into a retail tea boutique. By that afternoon, they reached an agreement and began planning for the October launch.

"This economy has seen many businesses completely rethink the way they work in order to thrive. Naja and I were looking for an opportunity to enhance our individual businesses. My team and I spoke about preparing for the holiday season, so this was a timely fit for what we wanted to accomplish," said Witte.

The Tasting Room will open with four days of festivities, beginning with a screening of *All In This Tea*, a feature documentary by Les Blank and Gina Leibrecht that follows American tea importer, David Lee Hoffman, to some of the most remote regions of China in search of the world's finest handmade teas. (Please see below for additional information on the launch schedule).

For Release 9 a.m. PST, September 20, 2010

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“This is such an exciting time for my business. I started Naja Tea in 2008 wanting to open a tea lounge. It was when I realized that more capital was needed that I created the packaged line. But this dream has always remained in the back of my mind, and it was truly serendipitous how it has all come full circle. This is a chance for both Sasha and I to share our passions and our products with a larger audience,” said Hayward.

The two are working closely together to design the space so it is set apart from the rest of the store while still working with Sasha’s overall store design concept. The women will create awareness around the collaboration using popular mobile and social media marketing tools as well as connecting with local hotels and tourist destinations to bring in tea enthusiasts visiting the city.

“This is the new economy,” said Sasha. We can no longer sit and wait for success to happen. We have to creatively make it ourselves.”

Boutique Address: 3237 East Broadway, Long Beach, CA 90803 west of Redondo Blvd.

Store hours are Wednesday through Saturday, 11am to 6pm. Launch Week Schedule Below: (Launch schedule is subject to change without notice.)

COMPLIMENTARY GRAND OPENING FESTIVITIES:

- **Thursday, October 7:** Screening of *All InThis Tea* – A selection of Naja Tea and O! Nancy Cookies to be served. Socializing from 5:30pm-6:00pm - Screening Begins at 6:00pm
- **Friday, October 8:** Robert Wemischner, pastry chef, culinary educator, and author of *The Dessert Architect* to give a demo and talk on cooking with tea – Samples to be paired with a selection of teas – Socializing from 5:30pm-6:00pm - Demonstrations Begins at 6:00pm
- **Saturday, October 9:** - Naja Hayward, President & Founder of Naja Tea to demonstrate tea-infused cocktails –Tea cocktails paired with appetizers – Socializing from 1:00pm-1:30pm - Demonstration to begin at 1:00pm -

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ABOUT NAJA TEA

Naja Tea is an organic loose leaf tea company that designs custom tea service programs for discerning spas, boutiques, restaurants, and cafes. For more information please visit: www.najatea.com.

ABOUT SASHA’S

Sasha’s - Living with Style is a full service design and lifestyle boutique offering chic, elemental furnishings for the home and kitchen. For more information please visit: www.sashalivingwithstyle.com

For More Information about Naja Tea Tasting Room & Boutique, please contact: Naja Hayward: 562-673-9178.