

PRESS RELEASE
For Immediate Release



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Tea Thyme™ Unveils Collection 2004

Lineup expands to include 6 patterns and over 200 items.

PINECREST, FL – January 1, 2004 – Tea Thyme, Inc. formally unveiled its 2004 Collection of lifestyle-oriented hand-painted ceramics. The offering includes 6 new patterns and is comprised of 39 styles ranging from a 5-piece antipastiera to decorative vases to dinnerware. Virtually all styles are available in the six patterns resulting in over 200 items to choose from. The lineup is broken up into 5 main categories: Serveware, Dinnerware, Beverage, Décor, and Pantry. The new patterns feature the artistry of Alexandra Burdett. They include Apricots & Plums, Botanical, Hibiscus Garden, Lemon Blossom, Olive Grove and Pears & Berries. The patterns are elegant and colorful yet clean and approachable. All the patterns share the same color pallet enabling them to be more readily mixed and matched.

“We are pleased and excited to make available a much more extensive offering,” says Alexandra Burdett, Tea Thyme president and chief executive artist. “We strive to provide our customers with product solutions that are special and different, and in-tune with their own customer base.”

Along with the introduction of new patterns and styles, Tea Thyme has introduced many behind-the-scenes initiatives that are designed to enhance customer service and support. These include new packaging systems, new enterprise software and a toll-free number. In addition, the company plans to launch its extensive web site, www.tea-thyme.com, during the first quarter of 2004. “We’ve implemented or are in the process of implementing many new initiatives to better serve our customers.” says Al Burdett, Alexandra’s husband and partner, who helps manage the business. “Our goal is to provide our customers with both unique product as well as a unique buying experience.”

Tea Thyme, Inc. offers an extensive line of decorative yet functional ceramics featuring original designs by Alexandra Burdett. Tea Thyme ceramics brighten both a home’s décor as well as an evening entertaining friends. Each piece, a one-of-a-kind original, is hand-painted to order in Tea Thyme’s Miami studio in the tradition of old world artisans and are available through exclusive specialty retailers. For more information on Tea Thyme call toll-free (866) 4-T-THYME or visit www.tea-thyme.com.

Bringing Color to Life™