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IRON GIRL ANNOUNCES PARTNERSHIP WITH SALADA TEA

Salada to serve as the official tea of the 2009 Aflac Iron Girl National Women's Event Series

TAMPA, FLA. – Iron Girl, the premier women's-only event-based brand, has added Salada Tea, a leading green tea in the U.S., as the official tea sponsor for the 2009 Aflac Iron Girl National Women's Event Series.

Salada will support the Aflac Iron Girl Series at all ten national events, promoting a healthy lifestyle to all participants and spectators. Salada product samples, coupons and promotional giveaway items will be made available to all event participants at the official post-race Breakfast Café.

"We are proud to serve as the official tea sponsor for Iron Girl," said Michele Peters, brand manager of Salada Tea. "Iron Girl empowers women to live a healthy lifestyle and at Salada Tea, we believe that starts with maintaining a diet that is full of the nutrients and vitamins that tea offers."

Drinking tea can also help people achieve their exercise goals. Studies have shown that diets rich in green tea can enhance metabolism and weight loss, improve exercise endurance and decrease the amount of lactic acid in the blood, which is responsible for post-workout soreness. Drinking antioxidant-rich tea also helps fight a host of health issues, including cancer, high cholesterol, cardiovascular diseases and stress.

Salada Tea also supports Iron Girl's "Green" initiative by encouraging consumers to "Unbottle Your Tea." Compared to bottled tea, freshly brewed iced tea made with tea bags can deliver up to twice the amount of antioxidants at half the cost. And with re-usable bottles, single-use containers will be kept out of landfills.

"We are pleased to offer Salada Tea at each of our 2009 events," said Judy Molnar, vice president of Iron Girl. "We are confident the various teas will give our participants the energy and health benefits necessary to lead active lifestyles."



Salada®



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Launched in 2004 with just two events, the Iron Girl brand has grown to now include 10 events nationwide, varying in distance from 5K to duathlon and triathlon. The Aflac Iron Girl event experience provides women with a competitive platform and amenities such as a post-race Breakfast Café, performance shirts sized for women, professional timing, personalized race bibs, custom finisher medals and awards, post-race giveaways and reusable athlete goodie bags, part of Iron Girl's "Green" initiative. All participants in the 2009 series will also receive a commemorative Aflac Iron Girl plush duck.

The brand is supported by an interactive Web site filled with training tips, guest columnists, nutrition information and IronGirlShop.com, an online store that offers apparel, jewelry, hydration products and Spinervals Iron Girl DVDs, among other items.

For more information on Salada, and its sponsorship of the Aflac Iron Girl event series, visit www.Salada.com or www.IronGirl.com. To find out more information about the "Unbottle Your Tea" campaign, sign-up for giveaways and sweepstakes, and sign a petition to support a national bottle bill to impose a five-cent deposit on all single-use beverage containers, visit www.unbottleyourtea.com.

About Salada Tea

Salada Tea is manufactured by Redco Foods Inc. at its Little Falls, N.Y., operations facility. Salada produces 15 different flavors of green and white tea available at supermarkets nationwide. Salada's 100% Green Tea is a leading green tea in the U.S., selling more than one hundred million tea bags a year. Salada recently released a new flavor, Classic Lemon Green Tea that appeared in stores in January 2009. For more information on Salada products, the health benefits of tea and healthy recipes, visit www.salada.com. Follow Salada Tea on Twitter (SaladaTea) for special promotions, giveaways, health information and updates on sampling opportunities.

About Iron Girl

Iron Girl's mission is to empower women toward a healthy lifestyle. Started in 2004 with two 10K/5K events, Iron Girl has grown to 10 events nationwide, consisting of run/walk, duathlon and triathlon events. To date, Iron Girl has celebrated finishers ranging in age from 5 to 81 and in fitness level from beginner to professional. In its inaugural year, 1,000 women became Iron Girl finishers. In 2008, more than 16,000 women crossed an Iron Girl finish line. The average age of an Iron Girl athlete is 35. The brand is supported by title sponsor, Aflac, and partners including Luna Bar, Polar Heart Rate Monitor, Aqua Sphere, Specialized Designed for Women Bicycles, K-Swiss, Nightmare Graphics TriClique Jewelry, mypipeline.com and Salada Tea. By logging on to IronGirl.com, athletes can enjoy an interactive Web site filled with training tips, guest columnists and nutrition information. IronGirlShop.com is an online resource that offers fitness, nutrition and lifestyle products that support participants beyond the finish line. The Iron Girl brand has been featured in a range of media outlets to include *USA Today*, *The New York Times*, *Runner's World*, *Family Circle*, *Ok! Magazine*, *Women's Health*, *Fitness and Self*.

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