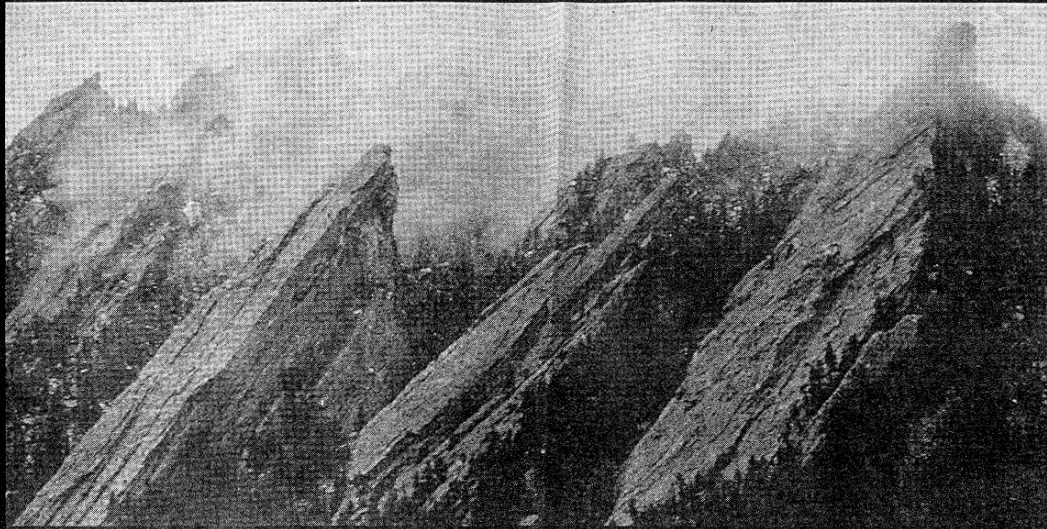


DAILY CAMERA
Friday, May 28, 1999

A LETTER TO THE BOULDER COMMUNITY FROM CELESTIAL SEASONINGS

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The values of Celestial Seasonings have come into question over the last two weeks relating to the poisoning of some of the prairie dogs on our property. The response that we have received from the community of Boulder, a great many of our loyal consumers, our neighbors, and many wildlife advocates has been both overwhelming and justified. The extent of this response, however, has paled in comparison to the disappointment expressed by the passionate and dedicated employees of Celestial Seasonings.

I am deeply sorry for what has happened. **This is an act that Celestial Seasonings should not have done and will not be involved with from this point forward.** In life, companies, as do people, make mistakes. The measure of that company should be judged by its acknowledgement of the wrong, the ability to learn from it, and the steps taken to correct it.

To this end, Celestial Seasonings is pledging to act in the manner that our consumers and community expect of us. As a company, we hope to be a model for handling environmental issues in a humane and earth friendly manner. We recently met with David Crawford and Lauren McCain of the Rocky Mountain Animal Defense Group (RMAD) and jointly created an action plan that we can all feel proud to be associated with in the future.

Sincerely,

Steve Hughes
President and CEO
Celestial Seasonings, Inc.

CELESTIAL SEASONINGS[®] ACTION PLAN

- 1.** Immediately limit prairie dog colony management activity to relocation within property boundaries only.
- 2.** Continue meeting with leading environmental and wildlife organizations to hear their concerns first-hand and ask their help to develop our long-term strategy for co-existence with the prairie dog colony.
- 3.** Explore the potential for some relocation of prairie dogs to our property.
- 4.** In anticipation of a facility expansion plan, create a buffer zone around the facility with minimal impact on the existing habitat.
- 5.** Ensure that the colony is protected during all activities utilizing the facility and, most importantly, that the fields are not used for parking.
- 6.** Establish the Celestial Seasonings' Environmental Grant Program. This program will request proposals from Boulder County environmental and wildlife organizations. Our intent is to receive these proposals by July 1, 1999. We will then have our employees vote on which two or three organizations they would like us to support. Our financial support would be up to \$50,000 per year in total. These groups would also be organizations our employees would be prepared to volunteer their time to.
- 7.** Include education regarding the value and the plight of prairie dog ecosystems in our company tour and consumer relations efforts.

