

NEWS Release

For more information: Sheldon Baker

Baker Dillon Group

559.325.7191

info@bakerdillon.com

Baker Dillon Group Launches Versana Brands™ for Tadin

(Fresno, CA) November 19, 2007 – Baker Dillon Group has announced it has created a branding program for Tadin Herb & Tea Company, the Los Angeles-based leader of packaged teas in the Hispanic marketplace. The new product line, named Versana Brands™, consisting of 12 medicinal teas, will be sold exclusively at HEB stores throughout Texas.

Baker Dillon Group created the new brand name, logo design and product packaging. Versana™ is derived from the Spanish words “vera” (true) and “sana” (health). Product packaging includes bilingual copy targeting English and Spanish speaking shoppers.

The Versana™ brand launches Tadin into the growing Hispanic alternative and natural health marketplace. The company’s main line of Tadin teas will also be updated and include medicinal benefits.

The Baker Dillon Group is a Total Involvement Marketing™ firm that meshes creative thinking and innovative implementation with recognized marketing techniques and professional guidance to transform companies and products into emerging brand experiences. The firm’s areas of expertise include product and corporate branding, advertising, public relations, publicity, promotion, graphic design, collateral materials, packaging, web site development, corporate events, and trade show promotion, as well as other elements to create successful corporate business strategies.

For more information about the Baker Dillon Group visit the web site at www.BakerDillon.com or contact Sheldon Baker at 559.325.7191.

#