



News Release

For Immediate Release

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New Drink Offers Good Intentions

MADE® promises simple, refreshing ingredients, responsible production, and an unexpected drink experience.

CHICAGO, III. (June 15, 2010) — Tenaya, LLC recently introduced a new drink containing only organic and all natural ingredients. MADE®, which began distribution in January is available in eight flavors and is distributed throughout Southern California in gourmet and all natural grocery stores including Sprout's, Mother's, Erewhon, and Lassen's. MADE features organic green tea and organic fruit juices and is the first green tea/fruit juice blend to be introduced nationally. Charley Snell founded Tenaya, LLC and created MADE in order to bring organics to people everywhere. "MADE offers people the ingredients, flavors and intentions that let them feel great about their choice. It is convenient, responsible refreshment."

A former executive with a major food corporation, Charley Snell wanted to create a company and a drink that reflected his personal values. The company is small, and employs only three full-time employees. MADE is produced in Kansas and Charley Snell is typically on hand to ensure consistent, quality production. The original formulation for MADE was developed in a friend's kitchen. "We named our drink 'MADE' because that's what it is – made for people by people. It was very important to me to create something that lived up to its promises."

Partners and employees of Tenaya are encouraged to pursue their personal passions – passions which are reflected in the personality of the company and in the MADE product. Charley Snell is an avid outdoorsman and in fact named the company after his favorite place on earth – Yosemite's Tenaya Canyon. Frank Javech, Partner and President-Sales is an active participant in outdoor activities such as running, biking, tennis, and golf. Frank uses his love of sports to give back to his community by participating in several local charity sponsored 5K/10K races and bike races every summer. Allison Cash,

VP of Marketing, is a champion for organic foods. She is a member of the Slow Foods movement and frequently blogs and tweets about Michael Pollan's Food Rules.

Tenaya, LLC is committed to providing refreshment made with organic and natural products while remaining true to the company's core values of protecting the earth and being honest about processes, practices and materials. MADE is manufactured aseptically which allows it to be packaged without preservatives which is good for people and allows MADE to be shipped and stored without refrigeration, which is good for the earth. All bottles are #1 PETE, the most widely accepted for recycling, and are free of bisphenol A (BPA).

MADE is certified organic and Kosher approved.

To learn more, visit www.madedrinks.com

Tenaya, LLC

Tenaya is a Chicago-based, conscious company in business to make products that support good lifestyles for people who pay attention. Tenaya is committed to bringing refreshment made with organic and natural products to thirsty people everywhere while remaining committed to being honest about processes, practices and materials. Tenaya distributes the MADE® line of organic drinks. For more information visit: www.madedrinks.com or call 630-862-4764.

To be labeled organic, all fresh or processed foods sold in the United States, including imports, must be produced according to the national organic standards and certified by an inspection agency accredited by the USDA. Before their crops can be certified, all organic farmers must use only approved materials that will not harm humans, animals, or soil life. The standards prohibit the use of all of the following potentially unhealthy materials and practices: Toxic synthetic pesticides and fertilizers, genetically engineered seeds or other materials, sewage sludge, irradiation, animal confinement and antibiotics or growth hormones. Source: USDA

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