



**BALTIMORE, Md., March 21, 2008**—Atlantic Capital Group (ACG), a private equity and real estate investment firm in Baltimore, is pleased that the company’s innovative investing approach has helped Honest Tea, Inc., the fast-growing maker of certified organic beverages, including the best-selling Honest Tea®, skyrocket to the top. Last week, Honest Tea announced that the Coca-Cola Company would acquire approximately 40% interest in the company.

“We are thrilled to see Honest Tea become successful in such a meaningful way and to become a leader in the industry. We believed in the vision of Seth Goldman, creator of Honest Tea, and we shared in his passion and creativity in moving forward to make a product recognized as an alternative to other more sugar-based teas on the market,” said Howard Kra, Atlantic Capital Group partner. “Our goal was always to provide great investments for our clients but we also saw the potential to create a partnership and synergy that would allow a small business to thrive.”

Honest Tea is the nation's best-selling and fastest-growing organic bottled tea company with a mission to make great-tasting, truly healthy organic beverages sweetened with less sugar and calories than most bottled drinks. They have experienced a 66 percent compound growth over the last ten years, a 70 percent compound growth in 2007 and have been able to expand their product line as well as their distribution. The company has been repeatedly ranked in Inc. magazine's annual list of the 500 Fastest Growing Companies in the United States. Honest Tea's product line includes Honest Tea ready-to-drink teas, Honest Ade thirst quenchers in plastic bottles, and Honest Kids pouch drinks. All varieties are certified organic.

“It’s amazing to see how our vision and company has grown over the past ten years,” said Seth Goldman, Honest Tea co-founder and TeaEO. “To be approached by, and then offered an investment deal with Coca-Cola is a great accomplishment. And, we certainly owe much of our success to those individuals and companies that had the foresight to back us when we needed assistance...companies like Atlantic Capital Group.”

### **About Atlantic Capital Group**

Atlantic Capital Group (ACG) is a real estate and private equity investment firm that invests in opportunities across multiple sectors throughout the United States. Tapping into the vast experience and relationships of its principals, ACG has strived to develop a disciplined deal sourcing process that enables it to quickly and thoroughly review opportunistic investment targets. ACG invests in the commercial and residential real estate sectors as well as in growing companies with proven products. ACG believes its investment philosophy provides it with the ability to make sound investment decisions in line with achieving specific projected risk-adjusted returns.

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