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DAVIDsTEA Inc. Partners with ME to WE to Give Clean Water

MONTREAL, February 16, 2016/ (GLOBE NEWSWIRE) – DAVIDsTEA Inc. (NASDAQ:DTEA) (the “Company” or “DAVIDsTEA”) is pleased to announce its partnership with ME to WE—an innovative social enterprise that supports the work of charity partner Free The Children. By joining this global movement, the Company hopes to empower people with their everyday consumer choices.

DAVIDsTEA, in collaboration with ME to WE, has created a collection of ME to WE tea and tea-related accessories to contribute to creating a better world. Available at davidstea.com, all DAVIDsTEA locations across North America, and metowe.com, every purchase of DAVIDsTEA product from the ME to WE collection will contribute to giving clean water to a child in a developing community in Kenya. Why Kenya? By building wells, giving access to clean drinking water and improved sanitation, Free the Children directly gives back to one of the biggest tea producing countries in the world.

“Everyone at DAVIDsTEA is so excited to be working with ME to WE, and we are inspired by the positive impact we can have in developing communities in Kenya. Our goal for the collaboration is to provide a source of clean water for people in these communities. As a tea company, the issue of clean water is close to our hearts, and we feel this is a meaningful initiative for DAVIDsTEA to be part of,” said David Segal, Co-founder and Brand Ambassador of DAVIDsTEA. “We are proud to support an organization like ME to WE whose values and mission we truly believe in.”

“We are impressed by ME to WE as a social enterprise, and are thrilled to help make an impact by empowering both our staff and our consumers to take part in this initiative,” said Sylvain Toutant, President and CEO of DAVIDsTEA. “This collaboration symbolizes how we at DAVIDsTEA can continue to infuse people’s lives with joy, one sip of tea at a time.”

DAVIDsTEA’s new ME to WE collection will include a co-branded travel mug and an exclusive new ME to WE tea with pineapple, hibiscus, figs and cranberries. This fruity, all-natural blend is a caffeine-free treat that should be popular with tea lovers of all ages. Each purchase will help to bring clean water to those in need by contributing to Free The Children’s sustainable development work in Kenya. As part of ME to WE’s [Track Your Impact](#) initiative, all products come with a code for buyers to track exactly where and how their purchase has made an impact.

“ME to WE believes that a sustainable future starts with our everyday choices. We’re so excited to spark a wave of change with DAVIDsTEA,” said Roxanne Joyal, CEO, ME to WE. “By engaging consumers to make a difference with their purchases, we’ll be providing permanent access to clean water for people around the world. Our partnership goal aims to see a shift in consumer thinking, from ‘me’ to acting for ‘we.’ Whether sharing kind words over a cup of tea, volunteering in your community, or buying products that makes a difference - WE can empower each other to make a difference in our day-to-day choices.”

Stay connected:

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About DAVIDsTEA

DAVIDsTEA is a fast-growing branded beverage company, offering a differentiated selection of proprietary loose-leaf teas, pre-packaged teas, tea sachets and tea-related gifts and accessories. As of January 7, 2016, the Company owned and operated 193 DAVIDsTEA stores throughout the United States and Canada. The Company is headquartered in Montréal, Canada.

Can't make it to a store? Shop around the clock at davidstea.com

For more information:

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About ME to WE

ME to WE is an innovative social enterprise that provides products that make an impact, empowering people to change the world with their everyday consumer choices. ME to WE measures the bottom line by the people empowered and the lives transformed. Every purchase gives a life-changing gift to a child or family in Free The Children's partner communities, from school supplies to health care to alternative income opportunities and more. For more information visit metowe.com.

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