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**NEW HAVEN OPEN TO FEATURE TEEKANNE HIGH TEA EVENT
WITH HALL OF FAMER STEFANIE GRAF**

22-Time Grand Slam Champion Captured 1998 Pilot Pen Tennis Crown

NEW HAVEN, Conn., August 1, 2011 – The New Haven Open at Yale presented by First Niagara will hold a TEEKANNE High Tea, with TEEKANNE brand ambassador and Hall of Famer Stefanie Graf, on Wednesday, August 24 from 1:00-4:00 p.m. in the Courtside Club, an air-conditioned suite overlooking Stadium Court, it was announced today by Anne Worcester, tournament director. The tournament, a WTA event that is part of the Olympus US Open Series, will be held August 18-27, 2011 at the Connecticut Tennis Center at Yale.

An event for tea and tennis aficionados' alike, patrons will enjoy a light buffet, sample several varieties of TEEKANNE Herbal Wellness Tea and participate in a meet and greet with former World No. 1 Stefanie Graf (who will join the High Tea at 2:30 p.m.). Tickets to the High Tea are \$150 and include the afternoon's matches. To purchase a ticket to TEEKANNE High Tea for the day session and a New Haven Food & Wine Festival Grand Tasting ticket for the evening session, a special combination price of \$250 will be offered (phone-order only).

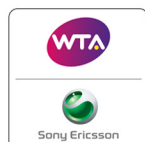
Graf is a former World No. 1 who won an incredible 22 Grand Slam singles titles including a "Golden Slam," winning all four Grand Slam singles titles and the Olympic gold medal in the same calendar year (1988). She is arguably the greatest female player of all-time, and is married to one of the best men's players of all-time, eight-time Grand Slam singles champion Andre Agassi. She is the founder of Children For Tomorrow (CFT), a non-profit foundation with the goal of supporting and initiating projects that provide assistance to children and families who have suffered the trauma of war, violence, abuse, exile or loss of the family.

In addition, Graf is a significant part of tournament history. One of her 107 WTA titles came in 1998 during the first-ever women's tournament in New Haven. She defeated then-World No. 2 Lindsay Davenport and World No. 3 Jana Novotna en route to the title.

"We are thrilled to have a tennis legend and our inaugural champion, Stefanie Graf, return to the New Haven Open," said Worcester. "Her wildcard entry into the first-ever WTA tournament in 1998 in New Haven, and subsequent victory, drew strong crowds and helped to solidify the foundation of our event, which is now in its 14th year. We know that fans will want to see Stefanie, so we encourage them to get their tickets to TEEKANNE High Tea, for what will be a wonderful event."

For more information about TEEKANNE High Tea, the tournament, and tickets please visit www.newhavenopen.com or call 855-4-NHTENNIS.

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About New Haven Open at Yale presented by First Niagara

New Haven Open at Yale presented by First Niagara has always been much more than a tennis tournament; it is a leading example of leveraging a large-scale international sporting event to generate \$26 million in regional economic impact and to build community pride, spirit and engagement, especially among youth. The 2011 tournament, which will feature World No. 1 and three-time defending champion Caroline Wozniacki and two Grand Slam champions Francesca Schiavone and Svetlana Kuznetsova, is a women's-only WTA event that is part of the Olympus US Open Series and will be held August 18-27 at the Connecticut Tennis Center at Yale. This year the tournament has added the US Open National Playoffs Championships, the culmination of 16 sectional qualifying tournaments that provide the opportunity for all players 14 years of age and older to earn a berth into the US Open in men's and women's singles and mixed doubles. The New Haven Open is prominently featured domestically on ESPN2 and also broadcast around the world. For more information about the tournament and tickets, visit www.newhavenopen.com or call 855-4-NHTENNIS.

About First Niagara Financial Group

First Niagara Financial Group, Inc., through its wholly owned subsidiary First Niagara Bank, N.A. has \$31 billion in assets, \$19 billion in deposits, 346 branches and approximately 5,000 employees, as of June 30, 2011. First Niagara is a community-oriented bank providing financial services to individuals, families and businesses across Upstate New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit www.fnfg.com.

About the Olympus US Open Series

The Olympus US Open Series has established itself as a true regular season of hard court tennis, linking 10 summer tournaments to the US Open. Fans follow the action throughout the summer through national television coverage, culminating each week with back-to-back men's and women's finals every Sunday afternoon. Players battle for \$40 million, including a chance for bonus prize money at the US Open. In 2008, Olympus became the first title sponsor of the Series. The Olympus US Open Series is also supported by sponsors American Express and Evian.

Andy Murray won the 2010 Olympus US Open Series men's title and Caroline Wozniacki won the women's title. In 2007, Roger Federer collected the biggest paycheck in tennis history -- \$2.4 million -- for winning US Open and the Olympus US Open Series. In 2005, Kim Clijsters also captured both the US Open and the Olympus US Open Series, winning \$2.2 million -- the largest purse in women's sports history -- and again equaled that amount in 2010, winning the US Open and finishing the Olympus US Open Series in second place.

About TEEKANNE Herbal Wellness Teas

TEEKANNE Herbal Wellness Teas are manufactured and marketed by family-owned TEEKANNE Group, a major player in the global tea market offering premium tea products for over 125 years. Each individual tea bag offers the guarantee of quality and boasts the most flavorful ingredients free from added sugars, artificial additives and preservatives. TEEKANNE Herbal Wellness Tea is made from 100% all-natural ingredients and flavors. Offering a variety of 12 energizing, relaxing and soothing flavors, TEEKANNE Herbal Wellness Teas provide the consumer with a flavorful way to stay hydrated. For more information about TEEKANNE Herbal Wellness Tea, please visit www.teekanne.us.com.

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