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**Javo® Beverage Company To Supply 7-Eleven® Stores with Iced Coffees and Lattes**

**for Expansion of Popular, New Iced-Coffee Beverages**

*Javo and Convenience-Store Leader Sign Agreement to Add Dispensed Coffee Products*

*To Most U.S. Locations*

**San Diego – July 23, 2007** – Javo Beverage Company, Inc. (OTCBB: JAVO) – a leading provider of coffee and tea-based beverages to the foodservice industry – announced today that convenience-store industry leader 7-Eleven, Inc. has signed a three-year agreement with Javo to supply premium coffee beverages that can be conveniently served over ice.

Until now, the program has been available at approximately 500 7-Eleven stores in the Northeast. The companies announced that the beverage program will be next available at participating 7-Eleven stores on the East and West coasts.

“This is an important expansion for our coffee-beverage line and adds another option for our coffee-loving customers,” said Donald Driver, 7-Eleven’s hot beverage category manager. “Our team has carefully studied this opportunity and reviewed a large group of potential suppliers. Javo, which helped us test a premium iced-coffee beverage for a self-serve environment, will be a principal supplier for our expansion.”

“Details of the expansion are being finalized by 7-Eleven now,” said Gary Lillian, president of Javo, “and we are already prepared to service a large part of 7-Eleven’s system in the very short term.”

Cody C. Ashwell, Chairman and CEO of Javo said, “Javo’s products have been available in 7-Eleven’s stores in the Northeast for more than a year and we are confident that they will meet the quality and speed of service needs of their convenience oriented customer as their program expands from coast to coast. The beverage market is changing. Consumer tastes have grown more sophisticated in their choice of a coffee or tea beverage. The old

‘regular and decaf’ option isn’t enough anymore. Javo’s beverage products give foodservice operators the ability to match and even beat coffee shops on quality, variety and speed of delivery.”

The ready-to-serve beverages will enable 7-Eleven to meet the needs of coffee drinkers, who increasingly are selecting beverage destinations that offer them a choice between having their coffee hot or iced. Flavors include Mocha Latte, French Vanilla Latte, Colombian Iced Coffee, Hazelnut Iced Coffee and new Fusion Energy Vanilla Latte. All the products are made with gourmet fresh-brewed coffees and are available in packs that fit commonly available cold-drink dispensers.

**About Javo® Beverage Company, Inc.**

Based in Vista, California, Javo® Beverage Company (OTC Bulletin Board: JAVO), is an innovator and leader in the manufacture of coffee and tea-based dispensed beverages, drink mixes and flavor systems. The Company has successfully commercialized a proprietary brewing technology that yields fresh brewed coffees and teas that are flavorful, concentrated and stable. As a result, they have broad applications in the foodservice, food manufacturing and beverage industries. For foodservice operators, Javo makes it possible to serve great tasting hot coffees and cold specialty coffee beverages from convenient dispenser-based systems. Javo also assists food and beverage processors seeking authentic and robust coffee and tea flavors with the development and supply of customized ingredients for their packaged foods and ready-to-drink beverages. Through its sales, service and distribution operations, Javo® supplies a growing list of national and international foodservice operations, specialty coffee retailers, restaurant chains and food manufacturers. More information about Javo Beverage Company is available at [www.javobeverage.com](http://www.javobeverage.com).

**About 7-Eleven, Inc.**

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Headquartered in Dallas, Texas, 7-Eleven, Inc. operates or franchises more than 7,100 7-Eleven® stores in the United States and Canada and licenses approximately 32,700 7-Eleven stores in 17 countries and U.S. territories. During 2006, 7-Eleven stores worldwide generated total sales of approximately \$44 billion. Find out more online at [www.7-Eleven.com](http://www.7-Eleven.com).

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*This release contains forward-looking statements made by or on behalf of Javo® Beverage Company, Inc. All statements, which address operating performance that the Company expects will occur in the future, including statements relating to volume growth, share of sales, or statements expressing general optimism about future operating results, are forward-looking statements. These forward-looking statements are based on management's current views and we cannot assure that anticipated results will be achieved.*

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