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## **Javo® Beverage and 7-Eleven® Expand Iced Coffees**

### *Premium Iced Lattes and Coffees to be a Key Component of Market Leader's New Beverage Program*

**San Diego – Oct. 2, 2006 -- Javo Beverage Company, Inc.** (OTCBB: JAVO) announced today that **7-Eleven, Inc.** will expand a line of fountain-dispensed specialty iced coffees and lattes to additional stores in the Northeast. The beverage line-up allows customers to prepare coffee house style specialty beverages at 7-Eleven's self-service coffee bar. Until now, it has been available in nearly 500 stores of the chain's more than 7,000 stores in North America.

"This high-quality coffee program has been in some of 7-Eleven's most demanding and highest volume coffee locations," says Cody Ashwell, Javo Beverage Company's Chairman and CEO. "Customers have responded very positively to the iced coffee and lattes so far at the stores where we initially launched the program. We're looking forward to working with 7-Eleven to further expand this beverage program to more 7-Eleven locations."

The ready-to-drink beverages meet a 7-Eleven customer's need for cold-coffee beverages. Flavors include Mocha Latte, French Vanilla Latte, Colombian Iced Coffee, Hazelnut Iced Coffee and Columbian Decaf Iced Coffee. All the new products are made with gourmet fresh-brewed coffees. They are available in one-gallon dispenser packs that fit commonly available cold-drink dispensers. Sanitation takes minutes – store personnel need only push the button and walk away.

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

Based in Vista, California, Javo Beverage Company (OTC Bulletin Board:JAVO), is the innovation 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 selling, 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).

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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.