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Javo[®] Beverage Company Expands into Southwest Region with Dominant Food and Beverage Distributor – Shamrock Foods

Companies Sign Marketing Agreement to Push Javo's Food Service Beverage Program Across Seven States

San Diego, California – October 10, 2006 -- Javo Beverage Company, Inc. (OTCBB: JAVO) announced today that it had entered into a vendor marketing agreement with Shamrock Foods, one of the 10 largest food service distributors in the United States. Shamrock, which already has several important installations featuring Javo's coffee products, anticipates using the dispensed-based program to aggressively expand its beverage business with customers located in its seven-state marketing area.

“Shamrock Foods is an ideal organization to communicate the quality and convenience of Javo's coffee program to food service operators in the Southwest,” said Gary Lillian, President of Javo Beverage Company. “It has intensive distribution capabilities and its customers look to Shamrock Foods for the best and most up-to-date beverage products.”

Javo's on-demand coffee program features a broad, high quality line-up of coffees, including: 100% Colombian, French Roast, Kona, Organic and Fair Trade varieties. All of the selections are packaged in convenient, dispenser packs that utilize equipment that replaces traditional coffee brewers.

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.

About Shamrock Foods, Inc.

Shamrock is among the top ten food service distributors in the country and offers a total service package along with a complete, quality-focused product mix. Shamrock Foods was built on a customer-focused foundation—and, today, delivers superior service across its entire distribution area in the Rocky Mountain states of: Arizona, New Mexico, Colorado, Wyoming, Kansas, Nebraska and Texas.

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.