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Javo® Beverage Company and Gordon Food Service® Seal Distribution Agreement

Javo Becomes Supplier of On-Demand and Iced Coffees for Dominant Food Service Distributor

San Diego, California – October 16, 2006 – Javo® Beverage Company, Inc. (OTCBB: JAVO) announced today that it has begun supplying on-demand coffee and other specialty beverages to Gordon Food Service® of Grand Rapids. The companies anticipate that over the course of the four-year agreement they will employ Javo’s dispensed coffee and iced coffee programs to grow Gordon’s beverage sales substantially within its customer base of restaurants and food service locations. Gordon Food Service® is one of the largest broadline food service organizations with thousands of customers in the key metropolitan areas of 10 states and parts of Canada.

“Javo Beverage Company shares our values especially with respect to delivering quality products, working as a team and taking care of the customer,” said Robert Mancinelli, Product Manager for Gordon Food Service®. “As one of the very first distributors of on-demand coffee in the country, we are deeply committed to this growing beverage category. Our management team believes that Javo manufactures one of the best products in its class, and we look forward to growing our businesses together for many years.”

“This agreement enhances our national distribution capabilities and brings us access to thousands of customers that rely on Gordon Food Service® for the very best coffee and tea programs,” said Cody C. Ashwell, Chairman and CEO of Javo Beverage Company. Ashwell added that, “Gordon Food Service® is a customer centric enterprise with great skills in beverage marketing. We are very confident about our ability to work together to meet the growth targeted by this Agreement.”

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 food service 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 food service operations, specialty coffee retailers, restaurant chains and food manufacturers. More information about Javo Beverage Company is available at www.javobeverage.com.

About Gordon Food Service®, Inc.

Gordon Food Service®, founded in 1897, is North America's largest family-owned and managed broadline food service distributor. GFS is a multi-billion-dollar international corporation offering more than 15,000 GFS and nationally branded, specialty and exclusive products to over 45,000 customers in 10 states within the U.S. and throughout Canada. The company also operates 115 GFS Marketplace retail stores. More information about Gordon Food Service® is available at www.gfs.com.

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

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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.