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**Javo® Beverage Company Reports Strong Revenue Increase as Pace of Beverage Dispenser
Installations Accelerates**

2006 Year-to-Date Sales Increase of 65%

San Diego – November 15, 2006 – Javo Beverage Company, Inc. (OTCBB: JAVO) – a leading provider of coffee and tea-based beverages to the foodservice industry -- today announced financial results for the third quarter of fiscal year 2006, which ended September 30th. Third quarter revenue of \$ 2,308,365 brought year-to-date sales to \$ 7,823,538, up 65% versus sales over the same period last year of \$4,750,143.

Gross profit for the first three quarters increased to \$ 2,899,383 versus \$ 1,563,169 for the same period last year. Noteworthy was the 420 basis point increase in profit margin, from 32.9% to 37.1% as the higher sales volume has given the Company a greater ability to lower prices paid to suppliers and leverage its fixed costs. An important factor in the strong revenue growth by the Company was the addition of 739 new customer beverage installations over the last 12 months.

“Customer equipment installations are accelerating rapidly as Javo has achieved national sales, distribution and service coverage.” said Cody C. Ashwell, CEO and Chairman of Javo Beverage Company. “Specifically, the combination of a roll-out of our iced coffee program by 7-Eleven in the Northeast and our initial successes at important new distributors such as Shamrock Foods and Gordon Food Service are having a substantial and positive effect on Javo’s performance.” added Ashwell.

Third quarter revenue was 14% below the year ago period that included a \$ 1.1 million shipment that, primarily, loaded distribution for a major customer. Gross profit for the quarter was \$ 875,587 and on a percentage basis was up 590 basis points to 37.9% versus 32.1% in the year ago period. The Company had a loss of \$ 709,141 for the quarter, as compared to a loss of \$ 844,636 in the previous year. The net loss included a non-cash expense of \$ 187,074, which was non-recurring and related to an exchange by holders of the Company's outstanding Promissory Notes for non-convertible, non-voting Series B Preferred Stock.

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.

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.