



Porter, LeVay & Rose, Inc.

Marlon Nurse, VP – Investor Relations
Jeff Myhre, VP – Editorial
(212) 564-4700

Tom Gibson, VP – Media Relations
(201) 476-0322

Media:

Susan Tellem
Tellem Worldwide
(310) 479-6111 ext. 16
stellem@tellem.com

FOR IMMEDIATE RELEASE

JAVO BEVERAGE COMPANY, INC. RETAINS PORTER, LEVAY & ROSE, INC. AS ITS INVESTOR RELATIONS COUNSEL

SAN DIEGO, CA, May 2, 2007 -- Javo Beverage Company, Inc. (OTC BB: JAVO), a leading provider of coffee- and tea-based beverages to the food service industry — today announced that it has retained the firm of Porter, LeVay & Rose as its investor relations counsel. Porter, LeVay & Rose, based in New York City, is a 37-year-old, full-service financial public relations firm that represents a wide variety of public and private companies and financial institutions in the United States and abroad.

Cody C. Ashwell, CEO and Chairman of Javo Beverage Company, said, “Javo's business is at a positive inflection point with respect to its product lines, distribution networks and access to the customer. We are a rapidly growing company with an exciting investment story to tell Wall Street. We engaged Porter, LeVay & Rose to help us tell this story because of their long-standing contacts in the investment community, their hands-on approach to investor relations and the reputation they have built up over the decades. As we expand our business, we will rely on them to ensure that investors, analysts and other market participants are aware of our progress.”

Michael J. Porter, President of Porter, LeVay & Rose, said, “Javo is a truly unique beverage company with a specialty in coffee and teas and a proprietary manufacturing technology. The company is well positioned to service the growing demand for high-quality beverages that may be conveniently prepared by foodservice industry operators.”

Porter concluded, “The Company has a ‘razor and razor blade’ approach to the business, measuring its success in number of dispensers placed and then generating recurring revenue through the supply of drinks and drink mixes. In 2006, its revenues grew 67% over 2005 to exceed \$10 million.”

-more-

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.

#####