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JAVO BEVERAGE COMPANY TO INTRODUCE INNOVATIVE NEW PRODUCTS AT NATIONAL ASSOCIATION OF CONVENIENCE STORES ANNUAL TRADE SHOW

New Products Will Establish Company In Growing Market for Dispensed Specialty Tea Beverages

SAN DIEGO, -- November 5, 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 will launch important new additions to its line up of dispensed coffees and teas at the National Association of Convenience Stores annual trade show which begins this week. The annual trade show is the primary sales event of the year for the 140,000-store industry. Javo will be in Booth #240 at the Georgia World Congress Center in Atlanta from November 7th to the 9th.

Javo Beverage Company offers a line of fresh brewed coffee and tea drinks in a concentrated form that may be easily served by foodservice operators from beverage dispensers similar to soda fountain equipment. Since introducing its dispensed beverage program in 2002, Javo has placed 3,575 on-demand coffee and tea dispensers at customer's foodservice facilities in the U.S. The company records hot coffee or iced coffee/tea revenue of between \$ 3,000 and \$ 6,000 per year for each installed Javo dispensing machine.

The Company will add the industry's first-ever dispensed coffee certified as both fair trade and organic to its line of on-demand hot beverages. To be marketed under the brand Javo eCo™, the product line will be available in one gallon cases yielding 793 cups of regular or decaffeinated varieties. Fair trade certification assures that coffee farmers earn a living wage and work under

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fair labor conditions. Javo's organic certification assures that the beans used for eCo coffee have been grown, processed and shipped without exposure to prohibited fertilizers, herbicides, pesticides or other chemicals.

Javo Beverage Company will also launch a new line of health and wellness teas under the brand Fit+™. The initial four varieties contain fresh brewed teas, all-natural fruit flavors, plus natural herbal supplements for a healthy lifestyle. Like Javo's other foodservice beverages, the products are concentrated and available in convenient dispenser packs that can be used to serve specialty beverages at convenience stores without on-site brewing, mixing or preparation of any kind. The flavors which will be demonstrated to convenience store operators this week include: *Alert* with green tea, lemon verbena, ginseng, ginkgo biloba and yerba mate; *Detox* with hibiscus, wild berry juice, acai and tropical fruit extracts; *Immune* with white tea, peach, Echinacea, grape seed extract and rosehips; and *Energy* with black tea, honey lemon, B-vitamin, guarana and ginseng.

"These products were designed to help convenience store industry leaders remain at the forefront of beverage innovation," said Cody C. Ashwell, CEO and Chairman of Javo Beverage Company. "The beverage category is highly dynamic today, especially in the non-carbonated segments. These new Javo varieties touch the most important drivers of consumer choice in our marketplace today: freshness, authenticity, healthfulness and earth friendly," added Ashwell.

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, convenience stores, specialty coffee retailers, restaurant chains and food manufacturers. More information about Javo Beverage Company is available at 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. We cannot assure that anticipated results will be achieved since actual results may differ materially because of risks and uncertainties. We do not undertake to revise these statements to reflect subsequent developments.

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