



Investor Relations:

Porter, LeVay & Rose, Inc.
Marlon Nurse, VP – Investor Relations
(212) 564-4700
marlon@plrinvest.com
Bill Gordon, SVP - Media Relations
bill@plrinvest.com

Trade Media:

Susan Tellem
Tellem Worldwide
(310) 479-6111 ext. 1
stellem@tellem.com

Company:

Javo Beverage Company, Inc.
William Marshall
(760) 560 - 5286 X ext. 102
investing@javobeverage.com

JAVO SIGNS GOVERNMENT CONTRACT TO BRING SPECIALTY COFFEES AND TEAS TO VETERANS FACILITIES NATIONALLY

Javo Gains Approval For Veterans Affairs Subsistence Prime Vendor Program

SAN DIEGO -- November 15, 2007 – Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of coffee and tea-based beverages to the food service industry, announced today that it has been selected for the Department of Veterans Affairs Subsistence Prime Vendor Program (VASPV). With the approval, Javo will be permitted to provide dispensed specialty coffee to approximately 200 VA facilities nationwide. US Foodservice handles product distribution for the program through 40 distribution centers across the country. The facilities include the Veterans Canteen Service Cafeterias and VA Medical Centers. Each has the potential to install multiple hot or iced Javo dispensers for serving on-demand coffee and tea.

Approval for the program is especially stringent as Veteran Affairs healthcare facilities are strictly prohibited from buying products excluded by the Berry Amendment, established to protect the US industrial base during periods of adversity and war. The program requires the Department of Defense to give preference to domestically produced and manufactured products. All of the Company's products are brewed and packaged domestically.

Javo Beverage Company offers their fresh brewed hot and iced coffees in a concentrated form that may be easily served by food service operators at the VA facilities from beverage dispensers similar to soda fountain equipment. The company records coffee or tea revenue of between \$3,000 and \$6,000 per year for each Javo dispensing machine placed at the food service facilities of its customers.

“We take great pride in being able to serve Javo’s products to our service men and women at VA hospitals and other service facilities,” said Gary Lillian, president of Javo. “Our acceptance into the

VASPV program gives us the opportunity to improve the quality of beverages served and reduce costs at the facilities operated by the Department of Veterans Affairs.”

“The Department of Veterans Affairs approval is important on a couple of fronts, first it opens the door to other federal and state government agencies where Javo’s dispensed coffees would be a value-added solution. In addition, the award will dramatically expand the availability of our products at broadline foodservice distributors in the U.S.,” said Cody C. Ashwell, CEO and Chairman of Javo Beverage Company.

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 food service, 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 sales, 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.

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.

#####