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HEALTHCARE PURCHASING GROUP MEDASSETS AUTHORIZES JAVO BEVERAGE'S COFFEE PROGRAM

Approval Expands Market for Javo Coffee Dispensers to Thousands of Healthcare Facilities

SAN DIEGO – December 6, 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 approved as a beverage partner of MedAssets, one of the largest purchasing organizations for food and beverages in the healthcare industry. With this agreement, Javo gains the ability to sell its program of dispensed specialty coffees at more than 32,000 facilities nationwide.

MedAssets, of Alpharetta, GA, partners with hospitals and long term care facilities to optimize cash from operations and to improve margins so healthcare providers can continue to serve their communities. One way that MedAssets addresses costs is to direct its partner facilities to purchase food and beverages within the terms of nationally negotiated contracts. Each of MedAssets more than 2,500 hospitals and 30,000 non-acute care facilities represent potential dispensing locations for Javo's on-demand coffee. Only authorized partners are permitted to supply the member facilities of MedAssets.

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

"MedAssets recognizes and supports the strong value that Javo brings to the healthcare industry. Our

program simultaneously improves coffee quality, reduces food service complexity and eliminates waste,” said Cody C. Ashwell, CEO and Chairman of Javo Beverage Company. “This agreement is key because it further expands our access to the important healthcare market,” added Ashwell.

About MedAssets

MedAssets partners with healthcare providers to improve their financial strength by implementing integrated spend management and revenue cycle solutions that help control cost, improve margins and cash flow, increase regulatory compliance, and optimize operational efficiency. MedAssets serves more than 125 health systems, including 2,500 hospitals and 30,000 non-acute care healthcare providers. For more information, go to www.medassets.com

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.

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