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**JAVO BEVERAGE COMPANY, INC. TO PRESENT AT COWEN AND COMPANY'S CONSUMER
CONFERENCE ON JANUARY 15, 2008**

SAN DIEGO, CA -- January 9, 2008 — Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium coffee and tea-based beverages to the food service industry, today announced that its Chairman and Chief Executive Officer, Cody C. Ashwell, and its President, Gary Lillian, are scheduled to present the Company's business platform and 2008 outlook at Cowen and Company's 6th Annual Consumer Conference at 1:30 PM Eastern Standard Time in the Gershwin II room on Tuesday, January 15, 2008. The conference is scheduled to continue through January 16, 2008 at The Westin New York at Times Square in New York.

Javo Beverage offers its foodservice customers the opportunity to serve specialty beverage programs for hot on-demand coffee and for specialty iced coffee and tea like those found in retail coffee shops but without the need to install and learn a complex barista-style operating system. On the strength of customer relationships built with national foodservice accounts in 2007 and an expanding national sales force and distribution footprint, Javo Beverage has been increasing its base of installed dispensers and corresponding product sales revenue. The Company had revenue growth of 26% through September 30, 2007 and is positioned for a breakthrough year in 2008. Javo Beverage gross profits for the first three quarters of the 2007 rose by 9% to \$3.4 million compared to the year before. The Company currently has over 4,300 operating dispensers installed across the country, an increase of over 2,800 from the close of 2006. Each dispenser generates from \$3,000 to \$6,000 in revenue per year.

About Javo® Beverage Company, Inc.

Based in Vista, California, Javo® Beverage Company (OTC Bulletin Board: JAVO) is an innovator and

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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.

About Cowen Group, Inc.

Cowen Group, Inc., through Cowen and Company, LLC and Cowen International Limited, provides investment banking services, including underwriting and other capital raising solutions, equity research, sales, trading and mergers and acquisitions advice, to emerging growth companies in sectors including healthcare, technology, alternative energy, media and telecommunications and consumer.

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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