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JAVO BEVERAGE COMPANY CAPITAL IMPROVEMENTS TO EXPAND CAPACITY AND REDUCE UNIT COSTS IN 2008

SAN DIEGO, CA -- January 30, 2008 – Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium hot and cold dispensable coffee and tea-based beverages to the food service industry, today announced the integration of key roasting, thermal processing and packaging operations at its manufacturing facility aimed at raising product margins for the Company's concentrated coffees and teas by 6 to 9 points by the end of 2008. Additional facility modifications will increase capacity at its brewing facility in anticipation of record demand for the company's specialty coffee and tea beverage products this year.

Cody C. Ashwell, Chairman and CEO of Javo, said, "We expect that these facility upgrades will have an immediate impact on our operating performance and ensure our ability to meet peak summer demand this year. Sales victories in 2007 broadened our customer and distribution footprint, enlarging the business base." The Company ended 2007 with 4,300 operating dispensers installed across the country, an increase of more than 2,800, or 187%, from the previous year and anticipates significant growth in 2008. Each dispenser generates from \$3,000 to \$6,000 in annual revenue per year for the Company.

Javo Beverage Company manufactures specialty beverage concentrates, giving thousands of foodservice customers the opportunity to serve hot on-demand coffee and specialty dispensed iced coffees and teas like those found in retail coffee shops but without the need to install and learn a barista-style operating system. With the recently completed improvements, the facility will become one of the largest fully

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integrated manufacturing locations for concentrated, dispensed specialty coffees and teas in the world. The full range of capabilities at the facility include: beverage formulation, coffee roasting and grinding, coffee and tea extraction, liquid thermal processing and packaging for foodservice beverages.

Javo Beverage announced a number of important agreements during 2007 that have already begun to increase demand for installation of its concentrated coffee and tea beverages, including: 7-Eleven, Compass Group, MedAssets Supply Chain System, US Department of Veterans Affairs and Premier Healthcare. The Company also supplies a growing list of national and regional customers, including: Sunoco, BP Products North America, Exxon-Mobil, Haagen-Dazs, Mrs. Fields, Caribou Coffee, Amerinet, Gordon Foodservice, Shamrock Foods, Sysco Foods and US Foodservice.

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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