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FOR IMMEDIATE RELEASE

JAVO BEVERAGE COMPANY, INC. TO PRESENT AT THE ROTH CAPITAL PARTNERS' GROWTH STOCK CONFERENCE ON FEBRUARY 19, 2008

SAN DIEGO, CA, February 14, 2008 -- Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium coffee and tea-based dispensed beverages to the food service industry, today announced that Chairman and Chief Executive Officer Cody C. Ashwell and President Gary Lillian are scheduled to present the Company's business platform and 2008 outlook at the 20th Annual OC Growth Stock Conference presented by Roth Capital Partners at 4:30 PM PT in the Ritz Ballroom – Salon 2 on Tuesday, February 19th, 2008. The conference is scheduled for February 18th – 21st, 2008 at The Ritz Carlton Laguna Niguel, Dana Point, California.

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 Roth Capital Partners, LLC.

ROTH is a full service investment banking firm dedicated to the small and micro-cap market. The firm is privately owned with current principals being majority owners. The core management team has been consistent for many years. Since the inception of the firm in 1984 ROTH has been a leader and innovator in the small and micro cap markets. ROTH's exclusive focus has been, is, and will continue to offer a full spectrum of investment banking services, including raising capital, research coverage, trading and market making, merger and acquisition advisory services, and investor conferences.

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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