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**JAVO BEVERAGE COMPANY TO MORE THAN DOUBLE DISPENSED BEVERAGE  
LOCATIONS DURING THE FIRST HALF OF 2008**

**Pace of Iced Coffee Installations at National Accounts Quickens Ahead of Peak Summer  
Season**

**SAN DIEGO, CA – February 19, 2008** – Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium dispensable coffee and tea-based beverages to the food service industry, today announced that it anticipates expansions by national customers will result in the installation of over 4,500 new dispensers serving Javo-manufactured beverages during the first and second quarters of 2008, bringing its total to over 8,800. The Company closed 2007 with 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.

Cody C. Ashwell, chairman and CEO of Javo, said, “Each of our national account partners will add a meaningful number of dispensing locations during the first half of 2008. Activity is very strong for our unique, specialty iced coffee program as we approach peak seasonality for chilled beverages.” Javo’s growing list of national customers includes: 7-Eleven, Exxon-Mobil, British Petroleum (am pm), Sunoco, Premier Healthcare, Compass Group, MedAssets Supply Chain System, US Department of Veterans Affairs and others. Products manufactured by Javo are distributed to its

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coffee and tea customers by leading distributors, such as: Sysco Foods, US Foodservice, Gordon Foodservice, Shamrock Foods, Performance Food Group, McLane and Core-Mark.

Gary Lillian, President of Javo, said, “Acceptance of our hot and iced coffee programs by many of the leading foodservice operators in the industry is giving us a fast start against our goal of 7,500 to 10,000 total installed beverage locations by the close of 2008.” Javo Beverage offers its foodservice customers the opportunity to serve specialty beverage programs for hot on-demand coffee and for specialty dispensed iced coffee and tea like those found in retail coffee shops but without the need to install and learn a barista-style operating system. Both product lines feature beverage concentrates in bag-in-box packaging that, once installed, create recurring revenue for the Company. Having both dispensed hot coffee and specialty iced coffee product lines provides Javo Beverage the opportunity to supply multiple beverage solutions to the more than 2.5 million foodservice and large office locations nationwide.

**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, with 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 through its development and supply of customized ingredients for packaged foods and ready-to-drink beverages. The company supplies a growing list of national and international food service operations, specialty coffee retailers, restaurant chains and food manufacturers. For information about Javo Beverage Company, please visit [www.javobeverage.com](http://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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