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JAVO BEVERAGE COMPANY ANNOUNCES RECORD 2007 YEAR-END FINANCIAL RESULTS

Management Expects Breakthrough Year in 2008

Revenue Grows 22% to Set Company Record

Deployed Beverage Dispensers Increase 187%

Gross Profit Climbs to over \$4.0 Million

SAN DIEGO, CA, March 17, 2008 -- Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium dispensable coffee and tea-based beverages to the food service industry, announced today its financial results for the year 2007.

Financial highlights for the year include:

- Revenues increased 22% to \$12.6 million in 2007 from \$10.3 million for all of 2006.
- Javo deployed more than 2,800 new beverage dispensers by December 31, 2007, bringing its total to over 4,300, an increase of 187% compared with December 31, 2006.
- The Company's dispenser-based revenue grew by 59% to \$ 8.0 million compared to \$ 5.0 million in 2006.
- Gross profit climbed to over \$4.0 million in 2007 from \$3.5 million in 2006.
- Net loss decreased by 25% to \$7.4 million, \$0.05 per fully diluted share, for 2007 from \$9.9 million, \$0.07 per fully diluted share in 2006.

In the Company's outlook for 2008:

- Management anticipates that Javo will grow its number of beverage dispensing locations from 4,300, at year-end 2007, to between 7,500 and 10,000 by year-end 2008.
- The Company anticipates that 7-Eleven will expand its iced coffee program outside the Northeast, substantially growing the number of locations serving Javo Beverage iced coffee from its current 750 locations.

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- The Company is expanding dispensed beverage programs with other national chains including: BP Products North America (am pm and BP stores), Sunoco, Exxon-Mobil and others. These new customers will add significantly to the number of iced coffee dispenser installations during the first half of 2008.
- Javo expects its national sales force to make considerable progress converting facilities within the group of national accounts which the Company won or expanded upon in 2007, including: Compass Group Americas Division, Premier Healthcare, US Department of Veterans Affairs, MedAssets Supply Chain System, Amerinet and others.
- As the Company executes on its national account opportunities, it expects to triple the number of major distribution centers supplying its concentrated, dispensed coffee and tea products to foodservice customers.

Javo's business successes in 2007 include:

- Earning a contract to supply iced coffee to most 7-Eleven convenience stores in the US. During 2007, the retailer expanded Javo's program to its stores in the Northeast and prepared most of its remaining US locations for a 2008 introduction.
- Adding multiple regional and national foodservice chains and convenience retailers to its group of customers installing the Company's iced coffee dispensers, including: BP Products North America (am pm and BP stores), Sunoco, Exxon-Mobil and others.
- Winning a multi-year award to supply Premier Healthcare, opening over 50,000 facilities for potential installations of Javo hot on-demand coffee and/or dispensed iced coffee. Premier is the largest healthcare purchasing organization in the United States.
- Expanding its *Preferred Supplier* program with Compass Group Americas Division to extend the length of the contract and add dispensed iced coffees to the group of approved products.
- Being awarded *Prime Vendor* status by the US Department of Veterans Affairs permitting dispenser installations at more than 250 VA facilities nationwide.
- Completing an agreement with MedAssets Supply Chain System, giving Javo the ability to sell and install beverage dispensers at 32,000 healthcare facilities across the country.
- Doubling the size of its selling and service force, enabling the Company to address customer opportunities nationwide.
- Creating a national distribution footprint for three separate product lines: dispensed iced coffee, on-demand hot coffee and packaged coffee and tea.
- Developing and introducing 12 new concentrated, dispensed products having fair trade, organic, functional and ethnic appeal.
- Completing capital improvements at San Diego area manufacturing facility, lowering unit production costs and increasing capacity.

Cody C. Ashwell, Chairman and CEO of Javo, said, "We are pleased with the increase in revenue, the expansion of our dispenser network, our rising gross profit and our falling net loss. We are confident that the trajectory seen in 2007 will continue, and we anticipate a breakthrough year in 2008 that would result in Javo becoming cash-flow positive from operations."

Gary Lillian, President of Javo, said, "We achieved a large number of objectives in 2007, not least of which was the creation of a national distribution footprint for three separate product lines: dispensed iced coffee, on-demand hot coffee and packaged coffee and tea. Within those three lines, we have developed and introduced 12 new concentrated, dispensed products having fair trade, organic, functional and ethnic appeal, and we have doubled the size of our selling and service force to address customer opportunities nationwide.

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“As a result of the current economic slowdown, consumers are becoming more and more hesitant to spend \$5 on a cup of coffee or tea; we address this new found thrift by giving our customers the opportunity to serve consumers the premium beverages they want, at a price they are willing to pay. This sets our clients and Javo apart from others in the beverage industry feeling the pinch of a more cautious consumer.

“Economic conditions aside, restaurants and food service institutions need turnkey beverage solutions that fit their current operating systems and meet their increasingly higher quality standards. Our specialty coffee and tea programs give our customers a system that is high quality in taste, operationally efficient and has the cost savings associated with concentrated dispensed juice and soft drinks.

Lillian added, “At the same time, we understand that this market is dynamic and consumers’ tastes continue to evolve. To make sure we are able to meet changing needs and growing demand, we have invested in improvements at our San Diego area manufacturing facility, lowering unit production costs and increasing capacity. Also, we continue to develop new and appealing flavors such as a new line of health and wellness teas under the brand Fit+™. Other flavors added in 2007, including Carmel Latte, Hazelnut Latte, Green Tea Latte, Chai Tea Latte and Horchata Rice Drink, are expected to give the customers we serve increased appeal to younger demographics. We have also developed and added the industry’s first-ever dispensed coffee certified as both fair trade and organic to our line of on-demand hot beverages.

Ashwell concluded, “We had a very productive 2007, and we expect to see even better results in 2008 and beyond. Since establishing our national footprint, we have begun to reap the rewards of a greater number of dispensers deployed. We anticipate 8,800 dispensers to be providing recurring revenue to our customers and Javo by the end of the second quarter, and we remain convinced that progress in the second half of the year will move us toward our high end goal of having 10,000 dispensers in operation by year-end. Moreover, the recent expansion of our manufacturing capacity means we will be able to provide sufficient product to serve that dispenser base. Historically, each dispenser generates from \$3,000 to \$6,000 in annual revenue per year.

The management of Javo Beverage will host a conference call today at 11:30 a.m. EDT to discuss the Company’s financial results and achievements. Those who wish to participate in the conference call may telephone (888) 335-6674 from the U.S. or (973) 582-2845 for international callers, conference ID# 39025302 approximately 15 minutes before the call. A digital replay will be available by telephone for 30 days and may be accessed by dialing (800) 642-1687, from the U.S., or (706) 645-9291, for international callers, conference ID# 39025302.

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.

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. The Company disclaims any intent to update forward looking statements.

-- FINANCIAL TABLES TO FOLLOW --

JAVO BEVERAGE COMPANY, INC.
STATEMENTS OF OPERATIONS
For the Years Ended December 31, 2007, 2006 and 2005

	2007	2006	2005
Net sales	\$12,559,132	\$ 10,321,655	\$ 6,200,327
Cost of sales	(8,504,863)	(6,811,319)	(4,107,634)
Gross profit	4,054,269	3,510,336	2,092,693
Operating expenses:			
Selling and marketing	(4,687,083)	(2,408,265)	(1,245,971)
General and administrative	(6,472,440)	(3,906,004)	(2,879,022)
Total operating expenses	(11,159,523)	(6,314,269)	(4,124,993)
Loss from operations	(7,105,254)	(2,803,933)	(2,032,300)
Other income (expenses):			
Interest income	673,597	28,963	17,720
Interest expense	(6,200,874)	(2,162,999)	(2,855,638)
Accelerated interest expense	--	(5,384,964)	--
Income (expense) from derivatives	5,143,156	404,721	--
Other income	46,297	--	26,070
Gain/(loss) on disposal of assets	(5,858)	(7,860)	--
Total other expense	(343,682)	(7,122,139)	(2,811,848)
Net loss	\$(7,448,936)	\$(9,926,072)	\$(4,844,148)
Basic and diluted loss per share	\$(0.05)	\$(0.07)	\$(0.03)
Weighted average number of shares outstanding, basic and diluted	150,709,665	149,494,203	149,441,676

JAVO BEVERAGE COMPANY, INC.
BALANCE SHEETS
As of December 31, 2007 and 2006

	2007	2006
ASSETS		
Current assets:		
Cash, restricted cash and cash equivalents	\$10,499,908	\$18,324,161
Accounts receivable, less allowances	1,481,924	844,144
Inventory, net of reserve for obsolescence	691,420	708,166
Prepaid expenses	293,025	148,736
Employee advances	--	1,362
Total current assets	12,966,277	20,026,569
Property and equipment, net	4,644,993	880,559
Intangibles, net	750,060	247,696
Deposits	20,242	20,242
Total assets	\$18,381,572	\$21,175,066
 LIABILITIES AND STOCKHOLDERS EQUITY/(DEFICIT)		
Current liabilities:		
Accounts payable and accrued expenses	\$2,024,062	\$1,176,683
Accrued payroll and related benefits	139,358	41,014
Accrued short-term interest payable	321,838	289,360
Working capital line of credit	3,863,000	713,000
Warrants liability	2,389,215	7,532,370
Current portion of long-term debt	5,068,533	3,678,882
Total current liabilities	13,806,006	13,431,309
Long-term debt, net of current portion	13,587,773	18,423,854
Unamortized discount on long-term debt	(9,216,562)	(13,818,233)
Accrued long-term interest payable	52,444	95,847
Total liabilities	18,229,661	18,132,777
Commitments	--	--
Stockholders' equity:		
Preferred stock, \$0.001 par value, 10,000,000 shares authorized, 1,952,683 shares issued and outstanding as of December 31, 2007, 1,775,166 shares issued and outstanding as of December 31, 2006	1,953	1,775
Common Stock, \$0.001 par value, 300,000,000 shares authorized, 153,378,797 shares issued and outstanding as of December 31, 2007, 149,504,927 shares issued and outstanding as of December 31, 2006	153,379	149,504
Additional paid in capital	53,549,821	43,196,496
Deferred compensation	(4,023,653)	--
Accumulated deficit	(49,529,589)	(40,305,486)
Total stockholders' equity	151,911	3,042,289
Total liabilities and stockholders' equity	\$18,381,572	\$21,175,066

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