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**JAVO BEVERAGE COMPANY ANNOUNCES 2,096 NEW BEVERAGE DISPENSER PLACEMENTS  
IN FIRST QUARTER OF 2008**

**Record Activity Level Brings Total Number of Customer Locations to 6,401**

**SAN DIEGO, CA, April 22, 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 that it deployed 2,096 new beverage dispensing locations in first quarter 2008. Javo placed equipment in every region of the country and brought its total installed customer base to 6,401 dispensers, an increase of 4,524 since March 31, 2007.

Cody C. Ashwell, Chairman and CEO of Javo, said, "We made significant investments over the past year preparing our selling and service force to win business and earn the loyalty of the highest profile beverage customers in the nation. As a result, we exceeded our expectations for first quarter placements. Our first quarter performance raises our comfort level with our stated goal of reaching 7,500 to 10,000 total installed dispensers by the end of the year, and furthermore achieving 8,800 placements by mid-year."

Ashwell concluded, "Javo recognizes between \$3,000 and \$6,000 in annual revenue after the equipment installation has occurred and we begin the supply of concentrated hot or iced coffee to our foodservice customers. These two thousand new installations will result in the addition of \$8 to \$10 million in recurring revenue from our installed customer base. Reaching 10,000 dispenser placements translates to an annual revenue run rate of \$40 to \$50 million."

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Gary Lillian, President of Javo Beverage said, “There was a great deal of balance in dispenser placements across our group of national account customers, including: 7-Eleven, Sunoco, Exxon-Mobil, BP Products (am pm stores), Premier Healthcare, Department of Veterans Affairs, Compass Group and MedAssets Supply Chain Systems. Since each of these customers has thousands of remaining locations that would benefit by converting to Javo's premium on-demand coffee service, we remain confident achieving our growth objective for the year.”

The management of Javo Beverage will host a conference call on Thursday, April 24, 2008 at 11:00 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) 321-1100 for international callers, conference ID# 44427337 approximately 15 minutes before the call. A digital replay will be available by telephone, approximately 2 hours after the completion of the call, 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# 44427337.

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

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