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JAVO BEVERAGE COMPANY REVENUE UP 41% IN RECORD FIRST QUARTER

Company Adds Record 2,096 Dispensing Locations, Total Now at 6,401

Gross Margin Increases to 38.0% Following Integration of Key Manufacturing Operations

SAN DIEGO, CA, April 24, 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 first quarter of 2008.

Financial highlights for the quarter ended March 31, 2008 include:

- Revenues increased 41% to \$3.9 million from \$2.7 million in the first quarter 2007.
- Gross profit for the recent quarter was approximately \$1.5 million, up 34% over year ago.
- Javo deployed a record 2,096 new dispensers during the quarter, increasing its total installed customer base to 6,401, up 48% versus the prior quarter and 241% versus year ago.
- The Company added 27 new foodservice distribution centers and is on track to more than double its distributor network this year.
- Dispensed products revenue reached \$2.5 million, up 90% over first quarter 2007.

Cody C. Ashwell, Chairman and CEO of Javo Beverage Company, said, "We made important progress during the quarter in revenue generation and flow through to gross margin. As anticipated, we expanded our base of dispensing locations, especially within national account customers. We were also pleased with the gross margin improvement led by our operations team. The integration of coffee roasting, thermal processing and

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certain packaging operations into the brewing facility in Vista resulted in a 530 basis point improvement in gross margin for first quarter when compared to the average margin achieved during 2007. This positive margin trend is expected to continue as the year develops and production levels rise.

Ashwell continued, “Reflected in our financial results is the ramp-up of our national selling and marketing effort that we undertook in 2007. As a result of having acquired the direct sales force, promotional capability and equipment service network to address customer opportunities in all regions of the country, Javo continues to win important national and regional account business and is on track this year to achieve 8,800 dispensing locations by mid-year. Each new location adds between \$ 3,000 and \$ 6,000 of product revenue on an annual basis. This investment is evident in the 84% increase in sales and marketing expenses in first quarter 2008 compared with first quarter 2007. We expect that growth in selling and marketing expenses will moderate during the remainder of the year.

Ashwell said, “Similarly, general and administrative expenses were scaled during 2007 to prepare for an elevation in business activity. First quarter general and administrative expenses were \$825,000 higher than in the year ago period. The increase was due to the expansion of our staff; increases in costs for legal services; higher expenses for auditors, internal controls and (SOX) compliance; and expanded insurance coverage, the total of which accounted for roughly \$320,000 of the increase. Non-cash expense for options grants accounted for an additional \$362,000. We expect to see the pace of administrative costs to slow significantly in 2008. In fact, this category of expenses was down \$80,000 compared with the final quarter of 2007. Importantly, while EBITDA was (\$ 672,310) for the quarter, based on our current installed customer base and anticipated dispenser placements, Javo will have positive cash flow from operations for 2008.

Ashwell concluded, “We recorded a \$ 1.8 million net loss for the first quarter versus a net profit of \$ 409 thousand in the same quarter of 2007. The difference is primarily attributable to reduced non-cash income from derivatives of \$ 1.2 million, a non-cash expense for options of \$ 362 thousand, increased depreciation expense of \$ 179 thousand and planned increases in sales and marketing expenses.”

Gary Lillian, President of Javo Beverage Company, said, “First quarter was a period of high activity in terms of sales and equipment installations, especially with national convenience store chains that have become important users of our iced coffee and tea concentrates. Our program with 7-Eleven was an important contributor to the first quarter performance as we assisted with the installation of more than 500 new iced coffee stores in the Western United States. In addition, we executed against the initial expansion of important

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new iced coffee programs with Exxon-Mobil (On-the-Run®), BP Products (am pm®) as well as several other large regional chains. The foodservice distribution built during the quarter was meaningful and will be an important facilitator of revenue growth as we enter peak seasonality for our dispensed iced coffee program.

We were also pleased with the rate of hot on-demand coffee program conversions achieved by our sales force with Premier Healthcare, the Department of Veterans Affairs, Compass Group, Amerinet and MedAssets Supply Chain Systems.”

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.

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.
CONDENSED BALANCE SHEETS

	March 31, 2008 Unaudited	December 31, 2007 Audited
ASSETS		
Current assets:		
Cash and cash equivalents	\$3,099,565	\$6,636,908
Restricted cash	3,138,000	3,863,000
Total cash, restricted cash and cash equivalents	6,237,565	10,499,908
Accounts receivable, less allowances	2,474,621	1,481,924
Inventory, net of reserve for obsolescence	1,014,560	691,420
Prepaid expenses	328,915	293,025
Total current assets	10,055,661	12,966,277
Property and equipment, net	6,402,412	4,644,993
Intangibles, net	783,241	750,060
Deposits	23,858	20,242
Total assets	\$17,265,172	\$18,381,572
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities:		
Accounts payable and accrued expenses	\$2,913,125	\$2,024,062
Accrued payroll and related benefits	172,888	139,358
Accrued short-term interest payable	356,116	399,808
Working capital line of credit	3,138,000	3,863,000
Warrants payable	1,197,533	2,389,215
Current portion of long-term debt and capital leases	4,963,921	4,990,563
Total current liabilities	12,741,583	13,806,006
Long-term debt and capital leases, net of current portion	12,467,279	13,587,773
Unamortized discount on long-term debt	(8,166,893)	(9,216,562)
Accrued long-term interest payable	58,722	52,444
Total liabilities	17,100,691	18,229,661
Commitments and contingencies	--	--
Stockholders' equity:		
Preferred stock, \$0.001 par value, 10,000,000 shares authorized, 1,952,683 shares issued and outstanding as of March 31, 2008, and as of December 31, 2007	1,953	1,953
Common stock, \$0.001 par value, 300,000,000 shares authorized, 156,080,826 shares issued and outstanding as of March 31, 2008, 153,378,797 shares issued and outstanding as of December 31, 2007	156,081	153,379
Additional paid in capital	55,035,623	53,549,821
Deferred compensation	(3,662,023)	(4,023,653)
Accumulated deficit	(51,367,153)	(49,529,589)
Total stockholders' equity	164,481	151,911
Total liabilities and stockholders' equity	\$17,265,172	\$18,381,572

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**JAVO BEVERAGE COMPANY, INC.
CONDENSED STATEMENT OF OPERATIONS
UNAUDITED**

	Three Months Ended March 31,	
	2008	2007
Net sales	\$3,887,308	\$2,748,205
Cost of sales	(2,408,374)	(1,643,116)
Gross profit	1,478,934	1,105,089
Operating expenses:		
Selling and marketing	(1,419,292)	(757,672)
General and administrative	(1,734,619)	(909,981)
Total operating expenses	(3,153,911)	(1,667,653)
Loss from operations	(1,674,977)	(562,564)
Other income (expenses):		
Interest income	67,377	179,190
Interest expense	(1,421,289)	(1,596,002)
Income from derivatives	1,191,682	2,356,069
Other income	--	31,103
Gain/(loss) on disposal of assets	(357)	1,677
Total other expense	(162,587)	972,037
Net income/(loss)	\$(1,837,564)	\$409,473
Basic earnings (loss) per share	\$(0.01)	\$0.01
Weighted average number of shares outstanding, basic	155,802,530	149,504,927
Diluted earnings per share	NA	\$0.01
Weighted average number of shares outstanding, diluted	NA	152,616,284

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