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THE ICEE® COMPANY LAUNCHES ICED COFFEE BY JAVO BEVERAGE

Alliance to target specialty beverage opportunity among ICEE's North American accounts

SAN DIEGO, CA – August 6, 2009 -- Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium dispensable coffee and tea-based beverages to the food service industry, and The ICEE® Company, today announced that ICEE distribution centers across the country will immediately add iced coffee to their line-up of industry leading beverage products. The two initial flavors, mocha latte and carmel latte, are to be offered under the Java Freeze™ brand to national accounts and retail foodservice operators in the U.S., Canada and Mexico along with an array of service and equipment options. The ICEE Company is a subsidiary of J&J Snack Foods Corporation (NASDAQ:JJSF) and is the most highly recognized brand and leader in the frozen carbonated beverage industry.

Cody C. Ashwell, Javo chairman and CEO, said, "ICEE is a stand out supplier to the foodservice industry and has longstanding relationships with some of the most important foodservice operators in our industry." Ashwell added, "We believe this alliance will complement our own sales efforts because ICEE has reach to thousands of independent foodservice operators seeking to capitalize on the growing market for iced coffee but require a non-concentrated dispensed beverage solution because of lower daily cup sales."

Mr. Ashwell added, "As the leading provider of dispensed beverage iced coffee, we have the infrastructure, service, and distribution capabilities to supply national foodservice operators with specialty iced coffee as well as hot coffee and tea. Our products are cost effective and eliminate waste, and in this challenging economic environment, foodservice operators are committed to offering great tasting beverages in the most cost efficient manner possible."

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. Most of Javo's product lines feature beverage concentrates in bag-in-box packaging that once installed, create recurring revenue for the company.

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.

About The ICEE® Company

ICEE is the most highly recognized brand of frozen carbonated beverage in the industry. Available nationwide, across a variety of retail outlets, ICEE® and SLUSH PUPPY® brands of fun and classic flavors have been enjoyed by kids and adults alike for over 40 years. The ICEE Company has an array of programs, service, and equipment options to meet customer needs and are available in the US, Mexico and Canada. The ICEE Company is a wholly owned subsidiary of J&J Snack Foods Corp. (NASDAQ: JJSF) which manufactures an expanding variety of nutritional snack foods to the food service and retail supermarket industries.

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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