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## **JAVO BEVERAGE RETAINS ICR, INC. TO PROVIDE INVESTOR RELATIONS SERVICES**

**SAN DIEGO, CA – September 22, 2009** -- Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium dispensable coffee and tea-based beverages to the food service and industry, announced today it has retained ICR, Inc., as its investor relations firm.

Founded in 1998, ICR, Inc. is a leading financial communications consulting firm that provides unmatched counsel from vertically focused senior-level professionals. ICR has set a new standard for financial communications with a business model driven by deep, capital-markets expertise provided by a team of former Wall Street and corporate professionals, including senior sell-side analysts, portfolio managers and investment bankers. The firm represents approximately 200 corporate clients, including some of the most recognized names in the consumer markets.

John Mills, Senior Managing Director at ICR, commented, "We are very excited to work with one of the leading dispensable coffee and tea beverage companies in North America. With over 11,600 dispensers located throughout North America, an improved balance sheet, positive EBITDA, and well defined goals to realize positive EBIT as well as net income, Javo is well positioned to increase its exposure with major financial institutions including sell-side analysts and portfolio managers focused on consumer branded growth stocks. We believe this company creates a compelling value proposition for the small cap investor looking for a high-quality, well branded company and we are excited to be a partner."

Cody C. Ashwell, Chairman and CEO of Javo Beverage Company, said, “We are pleased to be partnering with ICR in our investor relations efforts. We believe ICR’s relationships with and insights into the capital markets will be beneficial to us as we enhance our outreach to the investment community. As our business continues to grow, we look forward to working closely with ICR to ensure that we are effectively communicating Javo’s strategy, milestones, and successes to the proper Wall Street audience in order to maximize shareholder value.”

**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).

**About ICR, Inc.**

ICR Inc. is a leading financial communications consulting firm specializing in investor relations and corporate communications. Recently named the 7th largest independent firm in the country by PR Week, ICR has also been one of the fastest-growing over the past eight years. This unprecedented market acceptance is due, in large part, to ICR’s ability to provide unmatched counsel from vertically focused senior-level professionals. ICR has set a new standard for financial communications with a business model driven by deep, capital-markets expertise provided by a team of former Wall Street and corporate professionals, including senior sell-side analysts, portfolio managers and investment bankers. Their perspective is combined with that of senior PR, media and corporate communications professionals to provide an integrated service offering rooted in industry knowledge and first-hand capital markets experience. For information about ICR, Inc, please visit [www.icrinc.com](http://www.icrinc.com).

## **Forward-looking statements**

*This release contains forward-looking statements made by or on behalf of Javo® Beverage Company, Inc. All statements that address operating performance that the Company expects will occur in the future, including statements relating to operating results for fiscal 2009, revenue growth, dispenser location growth, annual revenue per dispenser, volume growth, share of sales, future profitability 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. These statements are subject to numerous risks and uncertainties, including those set forth in the Company's risk factors contained in the Company's most recent annual report on Form 10-K and in subsequent quarterly reports on Form 10-Q, copies of which are available from the Company without charge and from the SEC's website at [www.sec.gov](http://www.sec.gov). Readers are cautioned not to place undue reliance on forward-looking statements and are encouraged to review the risk factors that could affect actual results. The Company disclaims any intent to update forward-looking statements.*