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TRAVEL CENTERS OF AMERICA INTRODUCES JAVO® ICED COFFEE AT APPROXIMATELY 230 LOCATIONS NATIONWIDE

Retailer Selects Javo Beverage Company's Leading Iced Coffee to Enhance its Consumer Beverage Options

SAN DIEGO, CA – October 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, today announced that TravelCenters of America, LLC, headquartered in Westlake, Ohio and a leading national convenience chain of travel centers in 41 states and Canada, will utilize Javo's ice coffees to enhance its beverage program. Travel Centers of America, operating under the TA and Petro Stopping Center brands, is offering new flavors of iced coffee, such as French Vanilla and Mocha Iced Lattes at most of its 232 company and franchise-operated locations nationwide.

Cody C. Ashwell, Javo Chairman and CEO, said, "TA and Petro are important and respected convenience retailers in their marketplace and we are extremely pleased they are now offering our branded iced coffees and lattes. We look forward to partnering with the food and beverage team to further expand their beverage business through flavor innovation, value delivery, and outstanding store-level execution."

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 with a format that does not require installing and learning a barista-style operating system. Both product lines feature beverage concentrates in bag-in-box packaging that, once installed, create recurring revenue for foodservice customers and Javo Beverage. The iced specialty coffee and tea product line offers ten unique flavors with concentration levels as high as 7 to 1.

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 TravelCenters of America (TA)

TravelCenters of America LLC (TA), headquartered in Westlake, Ohio is a leading travel center business in 41 states and Canada operating under the TravelCenters of America and Petro brands. With convenient locations on interstate exits, TA offers its customers diesel and gasoline fueling services, full and quick-service restaurants, heavy truck maintenance services, 24-hour convenience stores, electronic communication (WiFi) and other services --- all within large, high traffic facilities. For more information on TravelCenters of America, please visit www.tatravelcenters.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 and beyond (including EBITDA, EBIT, and GAAP earnings), 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. 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.

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