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Javo Beverage Appoints Prior CEO of Sara Lee Coffee and Tea, North America, Stanley L. Greanias, to Board of Directors

SAN DIEGO, CA – March 16, 2010 -- Javo® Beverage Company, Inc. (OTC BB: JAVO), a leading provider of premium dispensable coffee and tea-based beverages to the foodservice industry, announced today that it has appointed Stanley L. Greanias to the Board of Directors, effective March 9, 2010. With the appointment of Mr. Greanias, the Board consists of nine members, including five independent members.

Mr. Greanias brings significant industry and corporate experience to Javo’s Board of Directors. Mr. Greanias has been the President and Chief Executive Officer of the Greek American Restaurant Cooperative since 2009. From 1999 to 2003, Mr. Greanias was Vice President of Sara Lee Corporation and Chief Executive Officer of Sara Lee Coffee and Tea, North America. From 1990 to 1999, he was Group President of Sara Lee Coffee and Tea, North America and from 1985 to 1990, the President and Chief Executive Officer of Superior Coffee. Mr. Greanias began his career with Johnson & Johnson Corporation in management development programs.

In addition, Mr. Greanias has served as Chairman of the National Coffee Association from 1992 to 1993. From 1991 to 1994, he served as President of the Chicago Special Children’s Charities (Special Olympics) and as a director since 1984. Mr. Greanias earned a Bachelor of Science degree from the University of Illinois and a Master of Business Administration degree from Keller Graduate School of Management.

“We are very pleased that Stan has accepted the invitation to join our Board of Directors,” said Cody C. Ashwell, chairman and CEO of Javo Beverage Company. “We believe his deep industry knowledge and leadership experiences will be invaluable for our board and management team. During his tenure at Sara Lee, Stan led the company to significant sales and market share growth in coffee and tea. We look forward to working with Stan as we continue to grow our business.”

About Javo® Beverage Company, Inc.

Based in Vista, California, Javo(R) Beverage Company (OTCBB: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 foodservice, food manufacturing and beverage industries. For foodservice 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 foodservice operations, specialty coffee retailers, restaurant chains and food manufacturers. For information about Javo Beverage Company, please visit www.javobeverage.com.

Forward-looking statements

This release contains forward-looking statements made by or on behalf of Javo® Beverage Company, Inc. All statements that address events or operating performance that the Company expects will occur in the future, including statements relating to 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, and future financings 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.