

JavaFit Announces the Addition of Mike Bridge to Network

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MIAMI, Jan. 8 /PRNewswire-FirstCall/ -- Javalution Coffee Company, (Pink Sheets: JCOF), a fully vertical coffee roasting and distribution company, owner of Network Marketing brand, JavaFit (www.myjavafit.com), and retail brand, Cafe La Rica, as well as the category creator of functional gourmet coffee announces the addition of Mike Bridge. Mr. Bridge, a former Master Affiliate from competitor Healthy Coffee (HCEI), is a direct marketing expert and a welcomed addition to the JavaFit team. "Having Mike Bridge join our organization brings major league credibility to our Network Marketing Program," said Scott Pumper, President of Javalution Coffee Company. "Mike Bridge has been a successful networker with many powerful companies in our industry including, Herbalife, Excel Communications, Nutrition for Life and many others," Pumper stated.

Mr. Bridge elaborated on why he joined JavaFit: "My best successes in Network Marketing take place when I work with a product that is widely used. Coffee is as good as it gets. In this economy people are watching their costs. If you want a global company you have to have a product line that is affordable to all. JavaFit has all the tools for explosive growth – opportunity videos, online training sessions, banners, coffee air pots, leadership and opportunity calls, fabulous products and more. This will help people duplicate, which is the key to growth and success in our industry. Never before have I been involved in a network marketing company this young that has all the tools in place to be a true force in the Network Marketing business. I am confident that JavaFit will become a legacy company."

For more information please visit www.myjavafit.com or email shareholders@javalution.com