

JAVALUTION Announces 118% Revenue Growth for 2009

Press Release Source: Javalution Coffee Company On Thursday January 28, 2010, 8:00 am EST

MIAMI--(BUSINESS WIRE)--Javalution Coffee Company (www.myjavafit.com), (Pink Sheets:[JCOF](#) - [News](#)), a fully vertical coffee roasting and distribution company, owner of the Network Marketing Brand JavaFit and the retail brand Café La Rica, as well as the category creator of functional gourmet coffee, announced consolidated Annual Revenues of \$3,658,354 for the year ending December 31, 2009. This represents a 118% increase over calendar year 2008. Consolidated Gross Profits for calendar year 2009 were \$877,644 versus Gross Profits in the prior year of \$328,704 representing a 167% increase. Dave Briskie, CEO for Javalution, stated, "We were able to achieve these increased revenue numbers for 2009 while only realizing a 7.7% increase in operating expenses over calendar year 2008." The company's 2009 annual expenses (excluding non-cash items) were \$2,213,492 versus \$2,054,542 in 2008. Mr. Briskie further stated, "We are seeing solid revenue growth in both divisions of our company." He stated further, "Javalution Coffee Company will continue to focus on revenue growth along with a tight control of expenses. Achieving profitability in 2010 is the company's top priority." Javalution Coffee Company reported a net loss from operations of \$1,334,838 for the year versus a loss of \$1,725,828 in 2008. The company cut its losses by 22.6% in 2009.

The company growth was attributed to triple digit sales increases from its JavaFit brand via its Network Marketing Division along with 28% sales growth coming from CLR Roasters, the company's wholly owned roasting operation.

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