

## **Press Release**

Source: Javalution Coffee Company

On 9:00 am EST, Monday November 2, 2009

MIAMI, Nov. 2 /PRNewswire-FirstCall/ -- Javalution Coffee Company, (Pink Sheets: [JCOF - News](#)), a fully vertical coffee roasting and distribution company, owner of the multi-level marketing brand, JavaFit, and the retail brand, Cafe La Rica, as well as the category creator of functional gourmet coffee, announced consolidated revenues of \$1,194,065 for the quarter ending September 30, 2009. This represents 192% increase over 3rd quarter 2008. Gross Profits for the quarter were \$344,117 representing a 364% increase over the same quarter in 2008. Dave Briskie, CEO for Javalution, stated, "We were able to achieve these revenue numbers for the third quarter while only realizing a 12% increase in expenses over 3rd quarter 2008." The company's Q3 expenses were \$626,153 VS \$558,808 in Q3 2008. Mr. Briskie, further stated, "Based on our revenue growth we should be profitable by the end of the first quarter 2010." Javalution Coffee Company reported a net loss of \$187,378 for the quarter vs. a loss of \$464,150 in Q3 2008. This represents a \$276,772 improvement to the bottom line from Q3 2008 to 2009.

The company growth was attributed to triple digit sales increases from its JavaFit brand via its Network Marketing Division along with 35% sales growth coming from CLR Roasters, the company's wholly owned roasting operation.

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