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NEWS RELEASE

Smoothie Company Robeks Surges Ahead For New Year Off To Great Start With 138 Stores, Up Nearly 100 Percent Since End 2005

Manhattan Beach, CA, January 22, 2008—Robeks Corporation, a premium fruit smoothie and healthy eats national franchisor, continues with its aggressive expansion efforts in 2008, opening five more stores since January 1, 2008.

Robeks started its significant growth spurt in 2006 and now has nearly doubled its number of stores in just two years. The newly opened locations include four in California and one in Florida. Nearly 80 Robeks are now located in California alone, with locations in 16 states and the District of Columbia.

New, local customers will be able to pursue several new delicious ways of fulfilling healthy lifestyles at breakfast, lunch or snack time, at the following new Robeks locations:

- 1139 S. Hill St., Los Angeles, CA
- 20509 Devonshire St., Chatsworth, CA
- 27730 McBean Parkway, Valencia, CA
- 14305 Bellflower Blvd. Bellflower, CA 90706
- 2834 NE 8th St., Homestead, FL

“We see robust opportunities for Robeks in 2008, as we forge ahead with our rapid growth plan, which aims for 500 stores in the next four years,” said Sheri Miksa, Robeks’ CEO. “Simultaneously, we’re seeing more demand than ever for **smoothies as ideal meal replacements**, and superfoods like antioxidant-rich **açai energy bowls** for people on the go.” In the first quarter of 2008, Robeks plans to open a number of additional stores with many more in the pipeline for the rest of the year.

About Robeks

Since opening the first Robeks Juice store in 1996, the Company has always been passionate about promoting the importance of good nutrition and its essential role in helping people maintain active and healthy lifestyles. Robeks’ goal is to make eating a healthy meal both quick and easy by offering a great-tasting selection of premium quality, made-to-order fruit smoothies and squeezed-fresh fruit/vegetable juices, healthy snacks, as well as wholesome sandwiches/wraps, salads and frozen yogurt (in most locations). Currently, Robeks serves more than nine million satisfied customers annually at over 138 franchise locations in 16 states and the District of Columbia. Robeks was named No. 16 on Restaurant Business Magazine’s 2007 list, “The Future 50” fastest-growing chains; No. 34 on Franchise Market Magazine’s 2007 list of “100 Top New Franchises;” and in 2006, was ranked as one of the Top Ten New Franchises, according to Entrepreneur® Magazine. For more store locations and information, please visit www.robeks.com.

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