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News RELEASE

Robeks Celebrates the Holidays with Tropical Eggnog™ Smoothies

*A Tropical Twist on an Old-Time Holiday Favorite
Limited Time Only through January 7, 2008*

Manhattan Beach, CA, December 4, 2007—Robeks Corporation, a premium fruit smoothie and healthy eats national franchisor, readies for the season by introducing the Tropical Eggnog Smoothie, which combines the sweet taste of pineapple with a traditional winter flavor.

Tropical Eggnog Smoothie is available in 12, 24 and 32-ounce sizes and offers **four grams of fiber and 15 grams of protein** for energy (24 oz. size). This limited time offer is available at all Robeks' locations until January 7, 2008.

Millions of people enjoy eggnog each year in remembrance of times passed and in celebration of times present as families gather 'round a holiday fire to exchange presents and feast on Grandma's best recipes. Robeks' Tropical Eggnog smoothie is a lighter, more healthful and fun variation on the theme, similarly destined to become part of tradition.

On October 15, Robeks Fruit Smoothies and **Dole Food Company**, a leading supplier of quality packaged and frozen fruit products for foodservice, announced **the formation of a long-term strategic alliance to advance the awareness of wellness in America**. Under the aegis of the **California Health & Longevity Institute**, Robeks and Dole are sponsoring their first **American Wellness Challenge**, an in-store contest at Robeks locations for families to strengthen their commitment to wellness. The contest runs from October 15 until December 12, 2007. Families are invited to visit their nearby Robeks location to pick up their entry form or download one at www.robeks.com

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 130 franchise locations in 16 states and the District of Columbia. Robeks was recently named **number 16 on Restaurant Business Magazine's 2007 list, "The Future 50"** fastest-growing chains; **number 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 store locations, please visit www.robeks.com

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