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DRAFT RELEASE

Yerba Maté Chai Smoothie Makes its Exotic Return

Natural Energy for Fall Holidays Limited Time Only Through December 31

Manhattan Beach, CA, October 29, 2007—Robeks Corporation, a premium fruit smoothie and healthy eats national franchisor, brings back for a limited time only, its popular Yerba Maté Chai Smoothie, one of Robeks' exotic fresh and healthy fruit smoothies. Yerba Maté Chai smoothies will be available at all Robeks locations until December 31. Yerba Maté Chai is one more example of Robeks' innovative meal replacements for consumers who seek out healthier-for-you energy food in their daily diets.

Yerba Maté (pronounced "yerba mahtay") originated with the Guarani Indians of South America, and is considered an ancient drink for health and friendship. Derived from leaves referred to as *Ilex Paraguayensis*, Yerba Maté is a cultural phenomenon in South America where, it is said, people in Buenos Aires carry their Maté with them throughout the day, and the site of an obese person is rare. Known for its natural energy-generating power, Maté leaves contain natural caffeine, theobromine (found in chocolate) and theophylline (found in green tea). What healthier way to get through your to-do list during the holidays?

Rich in antioxidants, the Yerba Maté Chai Smoothie provides twice the amount of antioxidants as one cup of green tea or a serving of blueberries, based on a 24-ounce smoothie size. Chai is a Hindi word for tea. It has been a traditional drink in India, Pakistan, Bangladesh and Nepal. Chai is known for its tantalizing blend of sweet spices, cinnamon, cloves and vanilla. The combination of energy-giving nutrients of Yerba Maté with the harmonious flavors of Chai makes this exotic smoothie a guest-pleaser.

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 nearly 130 franchise locations in 15 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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