

DRAFT RELEASE

Time for Robeks' **Pump It Up Pumpkin™** Smoothie

Back by Popular Demand - Limited Time Only through December 31

Manhattan Beach, CA, October 26, 2007—Robeks Corporation, a premium fruit smoothie and healthy eats national franchisor, prepares for the crisp fall holidays by bringing back one of America's favorite flavors in its popular **Pump It Up Pumpkin** Smoothie in 12, 24 and 32-ounce sizes. This limited time offer is available at all Robeks locations until December 31.

At Robeks, health and nutrition is as important as taste and enjoyment. In the 12-ounce size, Robeks **Pump It Up Pumpkin**, a seasonal favorite, delivers seven grams of protein to power the body's energy, only one gram of fat, no cholesterol, one gram of fiber, 42 percent RDA of Vitamin A, and fewer calories than a piece of pumpkin pie. In just one 6.5 ounce serving of pumpkin pie, there are 19 grams of fat and more than 372 calories, according to www.dietfacts.com



Pumpkin, related to the zucchini, is one of the most health-giving members of the fruits and vegetables category. Botanically speaking, pumpkin is actually a fruit. In general, pumpkins are low in fat, low in calories, and chock full of vitamins.

Extremely rich in the flavonoid beta-carotene, which converts to Vitamin A in the body, pumpkins derive their autumn orange color from massive amounts of lutein and beta-carotene contained within. Lutein helps protect against macular degenerative diseases of the eye. Vitamin A has shown promise in reducing the risk of heart disease, some types of cancer, and the degenerative effect of aging. Pumpkins are also rich in potassium, a mineral that helps to maintain fluid balance, a healthier nervous system and a regular heartbeat.

Pumpkins have a rich history spanning some 7,000 years. Believed to have first come from Central America, pumpkins and their seeds have been found in Mexico, dating back to 5500 B.C. Native American Indians used pumpkins as a staple in their diets centuries before the Pilgrims landed. Early settlers made pumpkin pie by filling a hollowed-out shell with milk, honey and spices, then baking it.

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Robeks' Pump It Up Pumpkin Smoothie Returns

Irish immigrants brought to America the Celtic custom of carving pumpkins in “Jack-o-Lanterns” for All Hallows Eve as a way to ward off evil spirits. Amazingly, the largest pumpkin ever grown weighed 1,469 lbs., in Pennsylvania in 2005. Pumpkins were even once recommended as a cure for freckles and a remedy for snake bites. Today, we even call our significant others “Pumpkin” as a term of affection.

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 (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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