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FRESHIES™ FOOD CORPORATION REALIZED MORE THAN A  
125 PERCENT INCREASE IN 2<sup>ND</sup> QUARTER EARNINGS

Sales, Capacity and Employee Numbers Rise as Company Continues Rapid Growth

DENVER, CO—July 13, 2005—Freshies Food Corporation, a leading producer of all-natural, non-alcoholic drink mixers, announced accelerated financial growth more than doubling 2<sup>nd</sup> Quarter 2004 revenues with a 134% increase in 2<sup>nd</sup> Quarter 2005 earnings. This dramatic increase resulted from greatly expanded demand that is being met through on-going facilities upgrades and the addition of five new employees. As of June 30<sup>th</sup>, 2005, Freshies' year-to-date revenues are up 113% when compared with the first six months of 2004.

A recent partnership with venture capital firm NVNG, LLC, facilitated the expansion of Freshies' Denver-based manufacturing facility, as well as its production capabilities and capacity. Freshies has added three new flavors and increased the size of its production environment by more than 4 thousand square feet, upgrading its mixing, cooling, bottling and distribution capabilities in the process. To accommodate the demands of the company's rapidly-growing private label and retail distribution lines, Freshies hired five new employees.

Steve Barton, Chairman of the Executive Committee for Freshies, stated, "This year's major sales volume increase proves that consumers want all-natural, non-alcoholic drink mixers. They crave the refreshing and natural taste only Freshies can offer. There really is no secret... We make it from scratch, so that it tastes that way."

#### About Freshies Food Corporation

The idea behind Freshies was born in 1994 when a chef and a bartender created a Bloody Mary mix that rapidly became famous throughout the ski towns of Colorado. Today, privately-held Freshies Food Corporation manufactures a comprehensive line of non-alcoholic mixers that use no artificial preservatives and only fresh ingredients, such as naturally occurring acids like Vitamin C. The suite of all-natural mixers offers the savvy consumer a range of fresh squeezed and prepared flavors—from Habanero Hot or Smooth-and-Mild Bloody Marys to Fresh Lime or Low Carb Margaritas to a full variety of specialty and seasonal drink mixers. Sold globally to retailers, distributors and private

label merchandisers, Freshies mixers deliver the taste sensation that is made possible only through the combination of fresh fruits, vegetables and spices, natural flash-pasteurization and the hand-made care and quality that goes into every bottle. For more information, please visit [www.freshies.com](http://www.freshies.com).

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