



Jamba® Daily Superfruit Shots, Powered By Zola® Brazilian Superfruits, Now Available At Jamba Juice Locations Across California

San Francisco, CA – May 5, 2011 – Give your day a boost at over 300 Jamba Juice (NASDAQ: JMBA) locations in California with Jamba® Daily Superfruit Shots! Designed to provide quick and easy nutrition, Jamba-branded Daily Superfruit Shots are a fresh take on dietary supplements that capture the delicious flavors and benefits of Brazilian Superfruits. The Daily Superfruit Shots are available in Jamba Juice retail stores in 1oz. and 2oz. shots or by the bottle for convenient at-home use.

The innovative shots powered by Zola® Brazilian Superfruits, one of the fastest growing makers of functional Brazilian Superfruit beverages, were launched at retail in March 2011. They are available in three delicious flavors: Açai Antioxidant Booster, which helps fight free radicals; Cupuaçu + Mango Vitality Booster, which boosts vitality and endurance; and Acerola + Caja Vitamin C Booster, which helps support the immune system. Simply consume one to two ounces, once a day, to get the health benefits of Brazilian Superfruits.

The Daily Superfruit Shots contain no artificial preservatives, flavors, or colors, 0g of trans fat, no added sugar, and each one ounce shot contains only 20 calories.

From May 2-23, California Jamba Juice retail stores will feature the Daily Superfruit Shots with in-store promotional support, free sampling at select retail locations, and a special \$1 off all 1oz. and 2oz. Daily Superfruit Shots from May 9-15. Details of the in-store program will be heavily promoted via social media, including Facebook messaging and email blasts to loyal Jamba Juice consumers.

“We are extremely excited to see our products in distribution at Jamba Juice stores,” said Chris Cuvelier, CEO and Founder, Zola. “Jamba is a destination for health-conscious consumers looking for great-tasting, better-for-you options that fit their healthy, active lifestyle. The Jamba Juice store program is a great way for consumers to try the products, which we believe will help increase consumer interest and help drive purchases across multiple retail channels for at-home use.”

“Retail acceptance for the Daily Superfruit Shot proposition has been extremely positive and highlights the strong interest retailers feel consumers will have for great-tasting, quick and easy dietary supplements, made from Brazilian Superfruits,” continued Cuvelier.

About Zola Company

Named “Best Tasting Açai Juice” in 2010 and 2011, Zola is one of the fastest growing makers of functional Brazilian Superfruit beverages. Zola was the first company to bring packaged Açai juice to the U.S., and continues to innovate with new to the world Brazilian Superfruits that consistently deliver on taste and quality. Committed to social responsibility, Zola always sustainably harvests its Açai berries, which puts the trees at their highest and best use and ultimately helps protect the trees of the Amazon. Just taste the difference and you’ll see why Zola’s been voted the best tasting Açai juice on the planet. Visit us at www.DrinkZola.com.

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