



PRESS RELEASE: FOR IMMEDIATE RELEASE

Island Oasis Launches Fun (and Tasty) “Flavor-of-the-Month” Program

Walpole, Mass. – June 17, 2008 – “Mango Paradise” kicks off Island Oasis’ new “Flavor-of-the-Month” beverage program, which launches next month. The global leader in delivering the world’s finest frozen drinks, Island Oasis will offer the foodservice industry a featured beverage each month over the next year to bring ongoing excitement to its customers and their patrons.

Twelve seasonally appropriate approaches have been assigned; among the fun new concoctions to be offered are “Peach-A-Boo” for October, the “North Pole” for December, and “Shamrock Shimmy” for March. Made from *real* fruit (the highest percentage of fruit content in the category), Island Oasis’ fruit purées and dairy-based frozen beverage mixes are all natural and contain no artificial colors or flavoring.

Island Oasis’ Flavor-of-the-Month program was developed to promote product versatility across all three of the company’s product lines: frozen drinks, smoothies, and Power Blendz – an all-natural product with pharmaceutical grade nutritional supplements, vitamins and protein powders targeted to the health and fitness industry. Though the featured themes are the same, each recipe is unique to the respective product line.

According to Barry Boehme, VP of marketing at Island Oasis, “While mixologists continue to attempt to spice up the cocktail category with exotic essences and hot new flavors like acai and goji, for the most part these flavor trends are short-lived and have relatively little or no lasting impact on consumer consumption behavior. Consumers continue to come back to the more popular, core flavors they love like strawberry, banana, raspberry and mango.” Boehme continued, “Flavor-of-the-Month is designed to keep these favorites fresh and exciting, and in turn, keep customers current with unique, fun flavor combinations.”

The Flavor-of-the-Month program consists of a featured product recipe, images and point-of-sale materials such as posters and table tents.

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About Island Oasis

Island Oasis is the global leader in delivering the world’s finest frozen drinks. Its cocktail mixes and smoothies are enjoyed worldwide – throughout North America, Mexico and the Caribbean, and in distant locations as far as Asia. Island Oasis supports restaurants and bars, resorts and cruise lines, schools and universities, coffee shops, fitness clubs and convenience stores with a turnkey frozen beverage program, supplying premium, all-natural frozen beverage mix products; state-of-the-art blender technology; unmatched customer and technical service; and



The Taste of Paradise®

custom point-of-purchase promotional materials. To learn more, visit us on the Web at www.islandoasis.com.

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