



FOR IMMEDIATE RELEASE

Island Oasis Welcomes Consumers to the Party; New 'Island Hopper's Club' at IslandOasis.com Offers Rewards, Discounts and Prizes

Walpole, Mass. – August 4, 2008 – Paradise is a click away not only for restaurants and resorts anymore; now consumers can escape to Island Oasis and purchase the beverage mixes they've come to love on vacations and at bars at the newly launched online destination – www.islandoasis.com.

Escapees visiting are invited to join the exclusive 'Island Hopper's Club,' where members enjoy special offers and discounts on products and shipping, opportunities to earn merchandise and rewards, and ongoing chances to win fantastic prizes, even vacations to paradise – including a trip to the private island of Coco Cay in the Bahamas, home to Island Oasis' signature bar.

Along with perusing refreshing recipes (for both drinks and tasty dishes) and shopping for mixes (19 favorite flavors including Strawberry, Pina Colada and Margarita), specialty blenders, drinkware and tropical garb, visitors can send 'postcards from paradise' directly from the website and check real-time weather conditions in their favorite paradise locales. The serenity of the sites' imagery and sounds can be enjoyed long after leaving with ringtones of Island Oasis' own steel drum music and desktop wallpaper depicting tropical paradise scenes available for download.

Island Oasis beverage mixes can be purchased in frozen or shelf-stable packages, and are shipped in boxes of 6 quarts, which makes up to 48 servings. Frozen packages can also be purchased in boxes of 9 quarts, which makes up to 72 servings. Prices range from \$6.95-\$7.95 per quart (pricing does not include shipping).

###

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

Contacts: Barry Boehme
VP Marketing, Island Oasis
(508) 553-3426
bboehme@islandoasis.com

Darlene Hollywood
Darlene Hollywood Public Relations
(781) 837-2572
darlene@dhollywoodpr.com