

BALBOA BRANDS INC.

17915 Sky Park Circle, Suite J
Irvine, CA 92614

Contact: Carol Skinner
Phone: (949) 475-0146
E-mail: carols@balboabrands.com
Website: www.juiceitup.com

For Immediate Release

April 30, 2010

AAAAH Açai

Juice It Up! Launches Line of Açai Bowls

(Irvine, CA)--- By now you've probably heard of Açai. An organic berry from the Brazilian Amazon, Açai' (ah-sigh-ee) is considered to be one of the most nutritious fruits on the planet. It is packed with significantly more antioxidants than red wine or blueberries and contains the rare but beneficial trio of essential fatty acids (healthy fats), fiber and amino acids.

In 2001, Juice It Up! introduced its Brazilian Blends line of smoothies, offering customers new and refreshing tropical fruit tastes straight from South America. Açai is no longer an obscure fruit that no one can pronounce. It quickly gained an ardent following among Juice It Up! customers and today is the chain's second most popular drink behind the Strawberry Wave.

Customers can enjoy either an Ultimate Açai Smoothie or an Ultimate Açai Bowl – organic Açai with a blend of Guarana (a natural energy plant extract), banana and apple juice topped off with sliced banana, organic granola and a drizzle of honey. The 16-ounce Ultimate Açai Bowl can be enjoyed for breakfast or lunch or anytime.

On May 1, 2010, Juice It Up! is excited to launch a full line of Açai Bowls, five in total, that will offer customers a true meal replacement. "A lot of our customers go out of their way for it," said Carol Skinner, Director of Marketing for Juice It Up! "Açai represents a different taste profile from our other offerings.

Once you taste it, you're quickly hooked. Our goal is to create açai junkies who will see Juice It Up! as the premier retailer of açai."

The company was the first smoothie bar on the scene to offer açai and form a partnership with Sambazon, the global leader in açai and the first company to bring the antioxidant-rich açai berry from the Amazon to North America. Sambazon produces a high-end quality product in its purest form that contributes to the great tasting products that Juice It Up! serves.

"We have a keen focus on product quality and I don't believe in cutting corners," said Juice It Up! CEO Frank Easterbrook. "Taste is extremely important to myself and our customers and we have consistently provided a product that tastes better than the competition."

The new Açai Bowls come in 5 flavors; The Ultimate Açai Bowl, The Ultimate Berry Bowl, The Hawaiian, The Warrior and The Mayan. Product Developer Katie Dynice says "To make a bowl, we take the frozen pulp of the açai berry, blend it with various other fruits into a seriously thick smoothie. Pour the blend into a bowl, top it with granola, fresh fruits, and a drizzle of honey. This is the perfect meal!"

#####