



DRINK DIFFERENT

B2 BEVERAGE COMPANY

B2BEVERAGE.COM

WORLD'S FIRST FRUIT AND CREAM-BASED PREMIUM MALT BEVERAGE HITS THE MARKET

*Hard Creamer™ Brand Establishes New "Malternative"
Category – Captures Essence and Taste of Freshly
Blended Tropical Cocktails*

FOR IMMEDIATE RELEASE

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CORONA DEL MAR, Calif. – July 24, 2006 – B2 Beverage Company today announced the launch of its "first in category" non-carbonated tropical fruit and cream flavored premium malt beverage line called Hard Creamer™, along with its sub-brand Kalima™ Hawaiian Hard Creamer. One of the biggest breakout hits and crowd pleasers at last season's beverage show, the new products will initially roll out in Michigan, Indiana, Illinois, Pennsylvania, Wisconsin, Minnesota and North Dakota. National distribution is expected within a year.

B2 Beverage President Troy Valdez said this new category malternative will be especially pleasing to people who prefer a more non-alcohol taste to their adult beverages. "With the introduction of Hard Creamer™ and Kalima™ Hawaiian Hard Creamer," said Valdez, "people will have a very different and easy-to-enjoy alternative to the usual selection of beer, wine coolers, mixed drinks and flavored malt beverages out there." What makes the company's new products so different, he said, is their combination of creamy taste, smooth texture and vibrant colors resembling fresh oranges, strawberries and peaches.

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**HARD
CREAMER**

Sangria!
Brand
Premium Malt Beverage

Kalima
BRAND
"HAWAIIAN CREAM"
Hard Creamers

Valdez noted that the malt beverage products currently available in the marketplace have nearly identical flavor profiles – lightly carbonated lemon-lime or fruit flavors – which makes it difficult to distinguish between them. “The fact that Hard Creamer™ and Kalima™ Hawaiian Hard Creamer look and taste so different from everything else being offered should prove very appealing to people looking to enjoy something new,” said Valdez.

The first two Hard Creamer™ flavors being released are Strawberry Daiquiri and Orange Cream, which are packaged in a bold black and white color scheme. The Kalima™ Hawaiian Hard Creamer flavors include Fuzzy Navel (orange/peach), Tropical Cream (orange/pineapple/banana) and Piña Colada, and feature retro-colored labels and Hawaiian-themed vintage-art cartons. A third new B2 Beverage brand, called Sangria!™ is expected out later this year.

The new products come in clear 12-ounce longneck bottles to showcase their eye-popping fresh fruit colors and creamy textures, and are available in six-packs. An additional bonus for retailers is that the products come in a stable, ready-to-drink format with an extended shelf life. The colorful and artfully designed cartons also provide a wide variety of attractive display options for retailers.

For more information, visit B2 Beverage Company at www.B2Beverage.com. For media inquiries, or to request product samples, please contact Francine Pares at 949-481-7559 or fpares@intelibrand.com. For distributor information, please contact Troy Valdez at 949-675-3001 or tvaldez@b2brands.com.

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