



FOR IMMEDIATE RELEASE

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NEWEST ROBEKS JUICE STORE OPENS IN CLOVIS, CA
Clovis launch makes third Robeks to open in Fresno County.

CLOVIS, California April 2, 2008 – A new Robeks Juice location has opened in Clovis, CA at 3140 Fowler Avenue in the Vons' Shopping Center. A festive grand opening is scheduled for **Saturday, April 12, 2008**. Visitors can enjoy a complimentary 12-oz smoothie between 11:30 am and 1:30 pm and \$1-off any smoothie on the grand opening day.

The new Clovis store will be open Monday through Friday 6:00 am to 9:00 pm and Saturday and Sunday 7:00 am to 9:00 pm.

“The Clovis region is significant to Robeks nationwide expansion,” said Robeks Regional Director Sasha Poljak. “Franchisee owners are dedicated to helping their neighbors lead healthier, active lifestyles now with convenient access to three Robeks locations in Fresno County.”

Robeks CEO John Sheppard added: “Best of all, these stores make a positive contribution to the local economy. Plus, the City of Clovis has gained a long-term community partner that promotes good nutrition.”

Clovis Robeks owner Prashant Patel is well-suited to his new role as franchisee. He holds a BA degree in Business Administration from CSU Fresno, is a member of the Clovis Chamber of Commerce and has a passion to succeed while living a healthy lifestyle.

In celebration of its grand opening, Robeks made a monetary donation to Boys and Girls Club of Fresno County. To further strengthen its long-term partnership with the non-profit organization, Robeks is also offering monthly promotions where the Club receives a percentage of profits on a given day.

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Patel said, “Robeks makes community service a top priority. I’m excited to support the Boys and Girls Club of Fresno County while being able to promote healthy food choices and active lifestyles to its members.”

The Clovis Robeks menu features an impressive variety of premium, blended-to-order fruit smoothies, fresh fruit and vegetable juices, high-protein baked goods, snacks and the Robeks line of proprietary nutritional boosts and supplements. The menu also features green tea shots, organic wheatgrass shots, acai bowls, and shakes and freezes, in addition to seasonal specials and other health-oriented products.

About Robeks

Since opening its first Robeks Juice store in 1996, the company has been passionate about promoting the importance of good nutrition and its essential role in helping people maintain active and healthy lifestyles. Robeks’ goal is to make maintaining a healthy diet both quick and easy by offering a great-tasting, nutritious, alternative to traditional fast food in a friendly and upbeat environment. Currently there are nearly 130 Robeks locations nationwide with many more on the way. Robeks has been distinguished in Restaurant Business Magazine’s 2007 “Future 50” and Entrepreneur Magazine’s 2006 “Top Ten New Franchises in America.” For information on franchise opportunities, please www.robeks.com.

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