

News Release
For Immediate Release

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Bradmer Foods Partners with Adina For Life Beverages

Baltimore, MD -- (January 30, 2008) – Bradmer Foods, LLC (“Bradmer Foods”), a Baltimore-based specialty and organic food focused venture capital firm, is pleased to announce its partnership with San Francisco-based beverage company Adina For Life (“Adina”). Adina has just developed a line of ready-to-drink organic and Fair Trade coffee drinks that will soon be rolling out nationally. It has also created a line of superfruit juices with Pomegranate, Goji and Açai. Adina joins Organic To Go (www.organictogo.com) and Charles Chocolates (www.charleschocolates.com) as Bradmer Foods’ portfolio companies. "We are excited to have been able to collaborate with Adina and get them on stronger footing for their next stage of growth," said Adam Borden, Managing Director of Bradmer Foods. Greg Steltenpohl, Co-Chairman and CEO of Adina, echoed that sentiment: "Adina is pleased with the spirit behind the collaboration and how quickly Bradmer Foods was able to become a strategic partner of ours. We look forward to their ongoing involvement in expanding our business."

About Bradmer Foods

Bradmer Foods is a Baltimore-based venture capital firm that invests throughout the US in specialty and organic food businesses with \$1-10+ million in revenue. Bradmer Foods partners with food entrepreneurs to help them grow their business through outside capital and management expertise while providing superior financial returns for our investors. Learn more about Bradmer Foods at <http://www.bradmerfoods.com>

About Adina For Life

Founded in 2004, Adina was the idea of Magatte Wade-Marchand, a native of Senegal, who partnered with Odwalla founder Greg Steltenpohl and his wife, Dominique Leveuf. The company champions healthy, sustainable, Fair Trade practices through providing nutritious, exotic and delicious beverages. The company has recently launched a line of “superfruit” juices that include Pomegranate, Açai and Goji. Additionally, Adina has developed a line of ready-to-drink (RTD) coffee beverages that are all organic, Fair Trade and contain less sugar than their leading rival. For more information, visit <http://www.adinaworld.com>.