



**Feb 9th 2008
Capitola, CA**

Zizzo's Coffee, a specialty coffeehouse franchisor, has signed its first Regional Development franchise agreement with Java Paradise, Inc. of Santa Barbara, CA.

Zizzo's Coffee is pleased to announce that its Regional Developer, Java Paradise, Inc. of Santa Barbara, will launch a flagship Zizzo's store in the Santa Barbara market in the coming months with 19 more stores targeted for development in prime locations throughout Santa Barbara, Ventura, Kern, and San Luis Obispo counties over the next five years. They will be seeking franchisees with like-minded passion for the specialty coffeehouse market to spread the Zizzo's Coffee experience throughout the four county territory.

President and Founder Joseph Masarweh, along with his wife and co-founder Joanne Masarweh (Vice President), "are ecstatic to be teaming up with the McDonalds of Java Paradise to make our vision a reality. We could not have chosen a more suitable, hard-working and dynamic couple to team up with. Along with the McDonald's efforts, we anticipate strong growth and momentum as the Zizzo's Coffee brand spreads throughout beautiful Southern California."

Java Paradise, Inc. principals, Wayne and Marie McDonald, considered other coffeehouse concepts but were really attracted to Zizzo's "beach-friendly" atmosphere, great coffee and upscale decor and felt that its California beach community roots would translate well to our Central Coast market. We believe that the Zizzo's brand will be a significant player in the neighborhood coffeehouse market in this area," say the McDonalds.

Zizzo's is currently fielding inquiries from around the US and international markets by combining a friendly beach-inspired concept cloaked in a sophisticated modern European interior employing rich hardwoods. The 1,200SF coffeehouse is targeted at either vibrant downtown areas, select strip malls or to the new breed of lifestyle centers springing up around the country. "What makes us appealing, says Masarweh, is that we deliver a great product and a consistent customer experience. We make our customers feel totally at home at Zizzo's. We get to know them on a first name basis—even remembering their favorite drink and pastry. That's what Zizzo's customer loyalty is built on."

Zizzo's currently has one location, with a second under construction in Campbell, CA scheduled to open in April, 2008. Tony Masarweh, Vice President of Franchise Development, has several more candidates in the pipeline, and has projected to have twelve new commitments in 2008.

For additional information, please contact Joseph Masarweh at (831) 475-4745 or via e-mail at jmasarweh@surfnetusa.com.
www.zizzoscoffee.com