



Sambazon Announces Private Equity Funding from Verlinvest
New Investment Will Support Future Growth as Sambazon Expands Distribution Across the U.S.A

San Clemente, CA (December 3, 2008) – Sambazon (www.sambazon.com), the pioneer and global market leader in açai food and beverages, announced today the initial closing of its largest round of funding to date from lead investor, Verlinvest.

Verlinvest, a Belgian based private equity group, pledges to support the Company's exponential growth within the organic food and beverage categories. Sambazon will use the investment to expand distribution and marketing efforts for its premium açai product lines.

"We are very excited about this new partnership. Verlinvest's knowledge and relationships in the beverage industry are unparalleled and will add tremendous value to growing our distribution," said Ryan Black, CEO, Sambazon. "Verlinvest's international experience in building iconic brands also makes them the ideal strategic partner as we execute our growth plan."

Since its founding in 2000, Sambazon has continued to raise the industry standard with quality organic açai products. They created the first vertically integrated supply chain for the açai berry and are internationally recognized as a "green" business leader. Guided by the Triple Bottom Line principles, which incorporate environmental, social and economic success, Sambazon pioneered a sustainable business model in the Amazon Rainforest and created worldwide awareness of açai. Today, Sambazon products are found in over ten thousand supermarkets, health food stores and juice bars.

"Sambazon is the hottest up and coming brand in the beverage space, with dynamic products and a supply chain to reach significant scale," says Frédéric de Mevius, Verlinvest's Managing Director. "They have outperformed competitors in the beverage, frozen and supplement categories and as consumers continue to look for organic, functional and nutrition rich food and beverages, Sambazon's future is prospected to be very bright."

Partnership Capital Growth, a San Francisco based investment bank, is advising the transaction exclusively. Verlinvest is the lead investor with participation by Bradmer Foods and RSF Social Finance.

About Sambazon

Sambazon is the global leader in açai - a deliciously nutritious purple berry from the Amazon Rainforest. Sambazon's product portfolio of Organic açai beverages, frozen products and supplements are available at thousands of retailers including Whole Foods Market, Jamba Juice, Kroger and Publix. In 2006, Condoleezza Rice named Sambazon winner of the "ACE Award for Corporate Excellence" for helping to create worldwide awareness and demand for the açai fruit while supporting local indigenous communities in Brazil through a unique market driven conservation business model.

www.sambazon.com

About Verlinvest S.A.

Verlinvest is a Belgian private equity firm specializing in diversifying family holdings through equity and debt instruments. The firm typically invests in entrepreneurs, family businesses, multinationals in the branded consumer goods and services industry with a focus on alcoholic (spirits), healthy non-alcoholic beverages, fashion, cosmetics and well being services.

www.verlinvest.be

About Partnership Capital Growth Advisors

PCGA is a FINRA/SIPC-licensed broker dealer providing full-service financing and capital structure advisory services to middle market companies, focusing exclusively on consumer products and services for healthy, active and sustainable living.

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