



St. Nick's Beverages Help Put FIZZ Into the 'Thanks and Giving' Spirit for St. Jude

FORT LAUDERDALE, Fla., Dec 10, 2007 (BUSINESS WIRE) -- In the spirit of the season, National Beverage Corp. (NASDAQ:FIZZ) is supporting medical research at St. Jude Children's Research Hospital through its St. Nick's holiday soft drinks.

For the fourteenth consecutive year, National Beverage is sponsoring the St. Nick's holiday program to aid St. Jude in discoveries that have completely changed how the world thinks of cancer and other catastrophic disease care for children. Additionally, National Beverage has joined for the first time as an official partner in St. Jude's 'Thanks and Giving' campaign. Shasta and Faygo shoppers will see the St. Jude 'Thanks and Giving' logo on these beverages as they visit their favorite stores and will support this special campaign through purchases of St. Nick's soft drinks. Donations can also be made online at www.stjude.org.

"Thanks and Giving is privileged to partner with some of the country's most respected brands and companies and we're thrilled that National Beverage Corp. is involved this year," said St. Jude National Outreach Director, Marlo Thomas. "We know National Beverage's customers welcome the opportunity to help St. Jude continue its work in the fight against childhood cancer and other catastrophic childhood diseases."

"My mom's patron saint, along with that of Danny Thomas, was St. Jude...so, to say this is important and very rewarding does not do our involvement justice," stated Nick A. Caporella, Chairman and Chief Executive Officer. "We are fortunate to be able to once again share our blessings by donating to those in need and supporting research that will change the future of millions of children and their families. I have personally witnessed just a few of the 'miracles' performed at St. Jude Children's Hospital and cannot think of another 'beacon of hope' that is so worthy of our help," Mr. Caporella concluded.

To magnify awareness of St. Jude's ongoing mission and to encourage others to donate, National Beverage Corp. has sponsored a full-page ad in USA Today to remind everyone of the innovative and miraculous work being done at St. Jude. St. Nick's holiday soft drinks in Snowflake Orange, Candy Cane Cola, Frosty Red Grape and Holiday Punch flavors are available at retailers across the country.

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded in 1962 by late entertainer Danny Thomas, St. Jude has treated children from across the country and around the world.

National Beverage is highly innovative, making it unique as a pace-setter in the changing soft-drink industry. Its lineup of refreshment products consisting of - Energy Drinks and Fortified Powders, Vitamin Enhanced juices and waters, and new-to-come beverage supplements are geared toward the lifestyle/health-conscious consumer.

Shasta(R) - Faygo(R) - Everfresh(R) and LaCroix(R) are aligned with Rip It(R) and Rip It Chic(TM) energy products to make National Beverage...America's Flavor - Favorite - soft-drink company.

Fun, Flavor and Vitality...the National Beverage Way

SOURCE: National Beverage Corp.

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