

FOR IMMEDIATE RELEASE

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**THE HEALTHY BEAN LAUNCHES REVOLUTIONARY NEW  
PROTEIN- AND ANTIOXIDANT-ENHANCED  
LINE OF COFFEE PRODUCTS**

**First Healthy Bean Coffee Shop to Open in West Hollywood, California,  
on June 1, 2007; Products Also To Be Sold Online**

Los Angeles, CA – (May 7, 2007) - After five years of research and testing, Healthy Bean coffee is debuting in 2007 as the world's first all-natural coffee product infused with antioxidants and proteins. This organic and Fair-Trade certified coffee undergoes a patented process in which the ground coffee is permeated with whey protein and antioxidant compounds from pomegranate, blueberry, grape seed and green tea to create a truly revolutionary beverage.

The Healthy Bean's first retail coffee store will open on June 1, 2007, in West Hollywood, California, and will offer a full line of nutrition-packed coffee drinks and baked goods. "Classic Roast" regular and decaffeinated Healthy Bean coffee is also available on the website, HYPERLINK "http://www.thehealthybean.com" [www.thehealthybean.com](http://www.thehealthybean.com), and will soon be sold in stores. French Roast and flavored varieties of Healthy Bean coffee will be released later this year.

The Healthy Bean is the creation of noted food scientist and chemist Ray Basa, a 17-year veteran in the vitamin and supplement industry, and Vee Cristobal, an accomplished CPA and marathon runner. "Without coffee, life is not complete for me and I can't function very well," says Cristobal. "However, as I grew older I worried about the potential negative effects, which conflict with my commitment to a healthy lifestyle. Ray and I wanted to create a product that would help active people like us get extra health benefits, while maintaining the taste and tradition of a great cup of coffee in the morning."

Coffee is an ideal vehicle for the nutrients, which are undetectable and leave no aftertaste.

The 100% Arabica beans are sourced from certified shade-grown, organic and fair-trade plantations in Central and South America, Sumatra and Ethiopia. The coffee is roasted and ground by artisan coffee producers in California, and is then infused with the proteins and antioxidants in a patented, state-of -the-art process. The coffee can be brewed just like regular coffee, but offers a concentrated source of antioxidants and protein per cup.

“By incorporating the nutrients into an everyday product like coffee, our clients can integrate the health-giving benefits of protein and antioxidants more easily into their busy lives,” says Ray Basa, whose past clients include industry leaders such as GNC, Bally’s Total Fitness, Herbalife and Atkins. “Our goal is to streamline nutrition, and since coffee is consumed more than any beverage other than water, it was the logical choice.”

While many of the naturally occurring antioxidants in coffee are lost during the roasting process, The Healthy Bean brings an array of free-radical fighting powerhouses into the finished product. The antioxidant equivalent of one cup of green tea, one cup of grape juice, 1 cup of pomegranate juice and 1/8 cup of wild blueberries, combined, are in each 12-ounce serving. The Healthy Bean also has five grams of protein per serving, as much as in a hard-boiled egg. The Healthy Bean has patented this all-natural process of infusing nutrients with food and beverage products, making The Healthy Bean the first in the world to offer protein and antioxidant enhanced coffee.

To arrange an interview with Ray Basa or Vee Cristobal, contact Kelly Vogt Campbell at The Busby Group.

For more information about The Healthy Bean – and to order regular and decaffeinated Healthy Bean coffee – visit [HYPERLINK "http://www.thehealthybean.com"](http://www.thehealthybean.com)

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