

## Healthy Coffee USA Taps Filipino Market By Establishing Healthy Coffee Philippines

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Healthy Coffee USA, Inc., the marketing arm of Healthy Coffee International, Inc. (Pink Sheets: HCFE) announced today that it has set up a subsidiary, Healthy Coffee Pilipinas, Inc. in Paranaque City, Metro Manila, Philippines. Pre launch is scheduled for December of 2008.

Healthy Coffee Pilipinas, Inc. COO, Bing Aguiluz, said that "there is a major market for coffee in the Philippines as evidenced by the proliferation of Starbucks and other coffee shops in many major areas around the country." He said that he expects to be able to get a good market share with the added value of offering healthy coffee that has health ingredients of reishi and ginseng coupled with the fact that the distribution model will be direct marketing or MLM. This will allow the average person an opportunity to go into his/her own business without the need for big capital or overhead.

With the massive Overseas Filipinos numbering over 8,000,000 consisting mainly of Overseas Filipino Workers (OFW's) working in the Middle East, Europe, Hong Kong, Singapore, Taiwan, USA and Canada, and in many foreign shipping companies, the opportunity to have a business after being in a foreign land and to be able to help their families by becoming a Healthy Coffee Pilipinas distributor is a big welcome to these OFW's. It is common knowledge that thousands of Filipinos leave for another country for economic reasons, leaving behind them their own children and families. Mr. Bing Aguiluz said that "the OFW market is the first area that he wants to focus on in terms of marketing." Healthy Coffee Pilipinas plans to have its pre launch event in Manila, in time for Christmas season.

Rick Aguiluz, CEO of Healthy Coffee International, added: "Now, the Filipino OFW's can have an opportunity to be in business wherever country they may be assigned, and at the same time help their families and relatives back home in the Philippines by being able to earn an extra income thru Healthy Coffee Pilipinas." Aguiluz added: "I'm excited because Healthy Coffee International, thru Healthy Coffee Pilipinas will be supporting local foundations to help the orphans and poor children in the Philippines."

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