

NutriPure Beverages, Inc.: Wholly-Owned Subsidiary Prepares to Franchise First Peruvian Restaurant Group
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NutriPure Beverages, Inc. (Pink Sheets: NUBV) announced today that its wholly-owned subsidiary Inka Grill Franchise Systems will soon begin franchising the nation's first chain of Peruvian restaurants, and that an agreement is already in place with Francorp, Inc. to take the concept nationwide and eventually worldwide.

Francorp and Inka Grill have agreed to fast-track the project, which has been underway since late last year. Inka Grill expects to open its first franchised locations in early 2009.

Inka Grill Franchise Systems owns the nationwide franchising rights to the Inka Grill restaurant, recipes and products. Inka Grill is a highly successful chain of Peruvian restaurants in Southern California with a well-deserved reputation for serving up the ultimate Peruvian food experience. Peruvian cuisine is growing very rapidly in popularity because it has enormous appeal to both 'foodies' and to those seeking healthier and more nutritious restaurant alternatives.

Adventurous eaters are attracted to the unique combinations of flavors and fragrances that set Peruvian food apart as a distinguishable yet approachable alternative to more standard food choices, while those who are more health-conscious are drawn to its combination of fresh and nutritional ingredients with healthy spices and herbs. Inka Grill's recipes are based on home-style cooking from the Northern Provinces of Peru, where seafood, chicken, lamb, beef and potatoes are the staple. Every dish is prepared to order and only the freshest organic ingredients and care are used in all of Inka's preparations. These factors, combined with the affordability of the menu choices, the ability to replicate the restaurants very quickly in multiple locations with a small and profitable footprint, and Inka Grill's record of success in the highly competitive Southern California restaurant scene, have created an unusually strong franchising concept.

Francorp is the nation's largest management consulting firm specializing in franchise development and the only firm with all franchise services under one roof. Francorp's Franchise Development Program offers the complete array of strategic planning, legal, operational, marketing and sales tools a company needs to expand into franchising, and over the past 25 years Francorp has consulted with almost 8,000 companies and has developed more than 1,000 franchises.

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