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## NEW FRUIT & VEGGIE FUSION SMOOTHIES FROM JAMBA® “AT HOME” OFFER THE PERFECT COMBINATION OF TASTE, CONVENIENCE AND NUTRITION

**PHOENIX, July 30, 2014** – Two new Jamba® At-Home fruit and vegetable smoothies have become available to health conscious consumers today as **Blue Fusion** and **Red Fusion** officially arrive in grocery, and mass merchandise stores nationwide. Pairing vitamin-rich vegetables such as purple carrot, sweet potato and spinach with naturally sweet fruits like dark cherries, strawberries and blueberries, **Blue Fusion** and **Red Fusion** offer an unparalleled combination of nutrition and convenience in the form of a blend-at-home smoothie kit.

**Blue Fusion** and **Red Fusion** represent the latest offering from innovative food manufacturer Inventure Foods, Inc. (NASDAQ:SNAK), the company responsible for introducing the “at home” smoothie line to grocery store freezers four years ago partnership with Jamba Juice Company (NASDAQ: JMBA).

The new fusion smoothies take the guesswork out of making a great-tasting fruit and veggie smoothie blend that is equally suitable as breakfast on the go, lunchtime snack or post workout replenishment.

- Made with whole frozen fruit
- 100 percent of the recommended dietary allowance of vitamin C, 40 percent of vitamin A and 25 percent of vitamins D, E, K, B1 and B6 with *each* eight-ounce serving
- Gluten-free, dairy-free, and featuring 130 calories (or less) per eight-ounce glass
- Suggested retail price ranges from \$2.99 - \$3.99 for each package (two servings per package)

“The Jamba At Home line has always been about offering consumers a reliable way to blend a great-tasting smoothie from the convenience of home,” said Dan Hammer, senior vice president and general manager of frozen division at Inventure Foods, Inc. “We introduced the first fruit and vegetable blend with our Green Fusion smoothie last year, and we found a tremendous reception for the unique combination of taste, convenience and nutrition. I believe the Red and Blue recipes build on that notion and we believe our fans will love them.”

To ignite online conversation of the new products, Inventure Foods is launching a consumer-facing campaign to ask its fans for input on the next Jamba At Home Fusion smoothie recipe. The “Perfect Combination” contest asks fans to vote on specific ingredients to determine the most popular ingredients. One random winner will be selected to win a kitchen smoothie makeover that includes a year’s supply of Jamba At Home smoothies. To enter, visit [www.facebook.com/jambaathomesmoothie](http://www.facebook.com/jambaathomesmoothie).

### About Inventure Foods, Inc.

With manufacturing facilities in Arizona, Indiana, Washington, Oregon and Georgia, Inventure Foods, Inc. (Nasdaq: SNAK) is a marketer and manufacturer of specialty food brands in better-for-you and indulgent categories under a variety of Company owned and licensed brand names, including Boulder Canyon Natural Foods™, Jamba®, Seattle’s Best Coffee®, Rader Farms®, T.G.I. Friday’s®, Nathan’s Famous®, Vidalia Brands®, Poore Brothers®, Tato Skins®, Willamette Valley Fruit Company™, Fresh Frozen™ and Bob’s Texas Style®. For further information about Inventure Foods, please visit [www.inventurefoods.com](http://www.inventurefoods.com).

### About Jamba Juice Company

Founded in 1990, Jamba, Inc. is a leading restaurant retailer of better-for-you, specialty beverage and food offerings, which include great tasting, whole fruit smoothies, fresh squeezed juices and juice blends, hot teas, and a variety of food items including hot oatmeal, breakfast wraps, sandwiches, Artisan Flatbreads™, baked goods, and snacks. As of April 1, 2014, there were 854 Jamba Juice store locations globally. Jamba is a proud sponsor of “Team Up for a Healthy America” in the fight against childhood obesity and encourages fans to join the Team Up community of celebrities, athletes, and other leaders committed to getting kids active and involved at [www.myhealthpledge.com](http://www.myhealthpledge.com). Fans of Jamba Juice can find out more about Jamba Juice’s locations as well as

specific offerings and promotions by visiting the Jamba Juice website at [www.JambaJuice.com](http://www.JambaJuice.com) or by contacting Jamba's Guest Services team at 1-866-4R-FRUIT (473-7848).

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