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Hall of Fame Accepts Invitation to Build Operations in Los Angeles Suburb



LOS ANGELES, CA, Oct 27, 2010 (MARKETWIRE via COMTEX) -- Hall of Fame Beverages (pinksheets:HFBG) -- At a press conference this afternoon, Wednesday, October 27, the city of Pacoima, California, will announce that Hall of Fame Beverages is moving operations to its city. Pacoima, located just 20 miles from downtown Los Angeles, has been building an impressive list of businesses in its Empowerment Zone, and many of those businesses will be joining the city to welcome Hall of Fame at today's, by invitation only, press conference. The event will be held at the Boys and Girls Club in Pacoima beginning at 4:30 PM PDT.

Costco, Best Buy, and Lowe's are just a few of the companies recently accepting the invitation to move into the Empowerment Zone. In early 2010, Plaza Pacoima opened after Costco and Best Buy took advantage of tax breaks and Empowerment Zone grants to move into a newly built \$78-million, 209,000 square foot shopping plaza specifically built for both companies. It will be these same tax breaks and Empowerment Zone grants that will allow Hall of Fame to build a campus as part of an urban renewal project to revitalize the San Fernando Valley city. Hall of Fame will join the area's growing business community and use Empowerment Zone funding to build its campus that will include its own distribution warehouse and production facility.

Joining officials from Costco and Best Buy at the press conference will be Los Angeles 7th District Councilman Richard Alarcon and business leaders from the Chamber of Commerce, Vallarta Supermarkets, Coca Cola, Sam's Club, Wal-Mart, Mission College, the NAACP, Los Angeles Unified School District, and numerous others. Many of these same companies and entities will be working with Hall of Fame. The company will work with the city to place Grand Ma Ma's Sweet Southern Tea in schools in the Los Angeles Unified School District and at Mission College. Vallarta Supermarkets operates numerous locations throughout California, and Hall of Fame will be working to place products in these locations.

Robert Winn, a consultant with the Los Angeles City Council's office and a liaison on this project for the city, says, "We'll provide Hall of Fame Beverages with in-roads to Costco and the other businesses located in Empowerment Zones. We want to engage with companies like Hall of Fame because they can create jobs and put our youth to work." Winn said the advantage to companies locating in the Empowerment Zone is that they can receive favorable tax breaks and those companies can receive zone grants on

brick and mortar projects and additional monies to create jobs and add local employees. He added, "We will create an atmosphere for both to succeed."

Plays and Grades, Inc. is a unique organization in the equation and will be front and center to extend a hand welcoming Hall of Fame to Pacoima. The organization will apply alongside Hall of Fame for grants to put the city's youth to work and will be providing the beverage company with some of its employees. In the package to lure Hall of Fame Beverages to move to Pacoima, the offer to provide employees to run the distribution warehouse and the production facility was attractive to both the company and the city's unemployment rate.

Chris Richards founded Plays and Grades in 1997 as a real solution to address gang violence in Pacoima, and he says, "This opportunity gives us another avenue to reach out and teach our at-risk youth. We will start an entrepreneurship program with Hall of Fame to teach our young men and women the entire beverage industry and offer another path to a real career versus life on the streets."

The work with Plays and Grades will also allow Hall of Fame to receive more grants and funding in order to build operations, create an entrepreneurship program, and put employees to work. Richards added, "We can provide the job pool and Hall of Fame can create jobs while the city enjoys further community development, so it's a win-win for everyone involved. This project will fill a huge need in Pacoima, and the city is rolling out the red carpet to bring Hall of Fame Beverages here."

About Hall of Fame Beverages

Hall of Fame Beverages, Inc. is a new lifestyle company dedicated to building long-term success through the creation, manufacture, distribution, and marketing of innovative non-alcoholic beverages recognized for their fresh, standout brand identities that rise above the plethora of average products. Hall of Fame Beverages is a team of visionary and seasoned beverage industry executives who intend to leverage their expertise and their established resources in beverage commerce to make Hall of Fame Beverages one of the industry's big winners via its signature brands Grand Ma Ma's Sweet Southern Tea and Atomic Dogg Super Soda.

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