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Moobella Inc. Announces Two Board Appointments

Thomas Galligan and Ralph Verni lend extensive business expertise to company's Board of Directors

TAUNTON, MA - August 3, 2010- Bruce Ginsberg, President and CEO of MooBella Inc., today announced two new appointments to the Company's Board of Directors. Thomas J. Galligan III, who also serves as Executive Chairman of the Board of Directors of Papa Gino's Holding Corp. (PGHC), and Ralph F. Verni, Board Chairman of the Eaton Vance family of mutual funds, will lend a wealth of business expertise to the Taunton, Massachusetts-based company.

MooBella® Inc. has developed a revolutionary new ice creamery machine that lets consumers "make their own" fresh, hard-scoop ice cream in just 40 seconds from 96 possible combinations via a computer touch screen. Options include a menu of two ice cream varieties (e.g., Premium and Light), twelve flavors and three mix-ins. MooBella ice cream is made with 100 percent all natural, real dairy ingredients. The MooBella Ice Creamery has been designed to be extremely simple for customers to operate and is also space efficient, about the size of a household refrigerator.

According to Ginsberg, Galligan and Verni's appointments come at an important juncture in MooBella's history. "Both Ralph and Tom's skills will complement current company and board expertise. Ralph is recognized as a leader in finance and asset management. Tom brings to MooBella extensive experience in building consumer and retail businesses, initiating acquisitions, and the development of enduring, long-range strategies. Together, they will serve MooBella well as we seek new funding sources and strategic partners, manufacture and deploy new machines, and expand the company into new markets and business segments."

Mr. Galligan is widely respected for his versatility and leadership experience within the food service industry. He served as Chairman, President and Chief Executive Officer of Papa Gino's Holdings Corp. from February 1997 until October 2008 and Chairman and Chief Executive Officer until March 2009 when he was appointed Executive Chairman. PGHC operates 350 restaurants under the Papa Gino's and D'Angelo Grilled Sandwich Brands and has over 5,000 employees. These two leading brands serve over 25 million guests each year throughout the New England region.

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Mr. Galligan was associated with PepsiCo, Inc. for eight years, serving as Chief Financial Officer of its PepsiCo International and Pepsi Cola Bottling Group divisions.

Mr. Verni has enjoyed a long and distinguished career in finance. For the past 10 years he has served as a board member of numerous public and private ventures, including Commonwealth Capital Ventures L.P. and a software company that was financed by several leading private equity firms and which was later acquired by a NYSE corporation. Earlier in his career he served as President and CEO of State Street Research & Management, Chief Financial Officer and Chief Investment Officer for New England Life and Chief Executive Officer of New England Investment Companies, all Boston-based firms.

Galligan and Verni join Ginsberg and Erich Sieber, Partner and Senior Vice President at [Inventages](#), MooBella's primary funder and one of the largest venture capital/private equity firms specializing in life sciences, with more than \$1.5 billion under management.

About MooBella Inc.

[MooBella, Inc.](#) has received the INNY Award from the San Jose, California-based Tech Museum of Innovation, the *Kitchen Innovations*[™] award from the National Restaurant Association and was a recipient of the first annual *Food Network Award*. MooBella and its Ice Creamery have been featured at DEMO and EmTECH, two national innovation showcases, in top-tier publications including *Newsweek*, *The Wall Street Journal*, *The New York Times*' "Dealbook", *USAToday*, *Fortune*, *The Washington Post*, *The Boston Globe* and as one of *Forbe's* "Top 10 Breakout Ideas". MooBella has recently been featured on the *History Channel* program, *Sliced* and on WGBH-TV's news and public affairs program, *Greater Boston*. Other television appearances include *Good Morning America*, *Rachel Ray*, and "The Secret Life of..." and "Unwrapped", on the Food Network. MooBella® is a registered trademark of MooBella, Inc. MooBella currently has Ice Creamery machines in Massachusetts, Rhode Island and Connecticut. Follow us on [Facebook](#) (www.facebook.com/MooBellaInc), [Twitter](#) (@MooBellaInc) and [YouTube](#) (<http://www.youtube.com/user/MooBellaInc>).

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