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**MOOBELLA AND FLUID MANAGEMENT, INC., ANNOUNCE ENGINEERING
AND MANUFACTURING AGREEMENT**

Fluid Management, Inc. to Help Ready MooBella for Commercial Launch

TAUNTON, MA – September 4, 2007 – MooBella LLC, the company that marries innovative, multi-patented technology with one of the world’s favorite treats to produce delicious ice cream made fresh to order, today announced it has entered into an agreement with Fluid Management, Inc., a unit of IDEX Corporation. Under terms of the agreement, which comes on the heels of MooBella’s funding by Inventages Venture Capital Investment, Inc., Fluid Management will provide engineering support and manufacturing capabilities to help bring large numbers of the MooBella Ice Cream System to market.

“This is an exciting growth opportunity for both companies,” commented Brad Spiegel, President – IDEX Dispensing. “For Fluid Management, it expands our array of products and systems solutions, providing customers with any color, any flavor, anywhere.”

The MooBella Ice Cream System: Transforming the Frozen Dessert Industry

MooBella has created a virtual “ice cream shop” in the footprint of a vending-style machine that produces smooth, hard-packed ice cream in real time. No other company in the industry can make this claim. The System’s technology instantaneously aerates, flavors, mixes and flash freezes the ingredients to produce the fresh, delicious product. This process reduces both the high cost of refrigerated trucking to deliver the product as well as the need for freezer storage space. The company’s technology eliminates the time

lapse—and hence quality degradation—between making the ice cream and the consumer eating the finished product. Existing food service operators that do not sell ice cream have the potential to become ice cream shops overnight by introducing MooBella machines at their locations.

Said Bruce Ginsberg, President and CEO of MooBella, “We are extremely pleased to have a working relationship with Fluid Management. Its expertise in technology that meters additives into fluid mixtures will help our engineering team complete the development of our machines. And its manufacturing capability will help us bring them to market in large numbers. Our agreement with Fluid Management brings us a step closer to realizing our vision of transforming the marketplace.”

About Fluid Management, Inc.

The mission of Fluid Management, Inc., a unit of IDEX Corporation’s global Dispensing business, is providing its customers a highly accurate, repeatable precision dispense of any color or flavor, anywhere in the world. Fluid Management is recognized the world over as the leader in wholesale and retail point-of-sale blending and tinting of paints and coatings. Its technologies are also being applied to solve real-time, made-to-order at point-of-sale needs, enabling the food and beverage industry to economically and efficiently expand and personalize their offerings to consumers. Fluid Management’s formula for success is based on its ability to develop the right solutions for its customers, encompassing complex formulations, increasingly precise and reliable custom dispensing technology, and an ability to gather valuable point-of-sale transactional data – all supported by 24/7 customer service and support.

About MooBella

MooBella LLC (www.moobella.com) has developed a revolutionary, disruptive technology that enables instantaneous aeration, flavoring and freezing of ice cream mixes into scoops of premium hard ice cream in less than a minute—giving it the potential to transform and expand the multi-billion dollar ice cream industry. MooBella’s technology

has received the INNY Award from the San Jose, California-based Tech Museum of Innovation, the 2006 Kitchen Innovations™ Award bestowed by the National Restaurant Association and was honored in early 2007 by the Food Network as a recipient of the first annual Food Network Award. Beyond this recognition, MooBella, its technology, executive team and mouth-watering ice cream have been featured in top tier publications including *Newsweek*, *The Wall Street Journal*, *USA Today*, *Fortune*, *Time Magazine's Best Inventions of 2006* and *The Boston Globe*, on a number of Food Network shows including “Unwrapped”, “The Secret Life of...”, “Rachel Ray” as well as on “Good Morning America” and the “Profile Series” hosted by Louis Gossett Jr.

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