

FOR IMMEDIATE RELEASE

Jeanne Bock
Tier One Partners
781-861-5249
jbock@tieronepr.com

Sandra Goldfarb
Tier One Partners
781-631-1730
sgoldfarb@tieronepr.com

MOOBELLA SECURES \$25 MILLION IN FUNDING

Welcomes Erich Sieber to Board of Directors

TAUNTON, MA –July 10, 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 that it has closed a \$25 million round of financing provided by W. Health L.P., a venture fund managed by Inventages Venture Capital Investment Inc. In conjunction with the funding, MooBella has also announced the addition of Erich Sieber, an Inventages partner, to the company’s Board of Directors.

“This financing is an important milestone that will allow us to progress in our efforts to introduce our Ice Cream System to a greater number of locations,” said Bruce C. Ginsberg, MooBella’s President and Chief Executive Officer. “We continue to investigate relationships with strategic partners, which is one of the many reasons we are so pleased to welcome Erich Sieber to our Board of Directors. His extensive global marketing and financing expertise will greatly benefit MooBella as we move from production to national and international distribution.”

MooBella LLC is completely revolutionizing ice cream: the way ice cream is made, dispensed and experienced. MooBella has developed—and is in the process of refining—an entirely innovative, disruptive, multi-patented technology that today can produce a wide variety of creamy, delicious, hard-packed ice creams made fresh to order in less than a minute. MooBella’s revolutionary technology and first generation Ice Cream System has captured the imagination of consumers, operators and the media.

“I am very excited to join the MooBella team to help bring the Ice Cream System to market,” said Erich Sieber. “Consumer reaction to both the taste of the ice cream and the experience of receiving it from a machine has been outstanding—which makes us very optimistic that we can have a significant impact on the industry.”

About Inventages

Inventages Venture Investments Inc. (www.inventages.com), is one of the largest venture capital/private equity firms specializing in life sciences, with more than \$1.8 billion under management. Inventages’ investment focus includes innovative food, nutrition, nutraceuticals, medical food, cosmeceuticals, pharmaceuticals, consumer relationship management processes and novel packaging technologies. The Company is operating out of three offices around the globe, Geneva, Aukland and Nassau.

About MooBella

MooBella LLC (www.moobella.com) has developed a revolutionary, disruptive technology that has the potential to transform and expand the multi-billion dollar ice cream industry. It enables instantaneous aeration, flavoring and freezing of ice cream mixes into scoops of premium hard ice cream within seconds. MooBella’s technology 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 being recognized by awards, MooBella, its innovative, multi-patented technology, its entrepreneurial executive team, and its mouth-watering ice cream have been featured in top tier publications including *Newsweek*, *The Wall Street Journal*, *USA Today*, *Fortune*, *The Washington Post*, and *The Boston Globe*, on a number of Food Network Shows including “Unwrapped” and “The Secret Life of...” on “Rachel Ray” and the “Profile Series” hosted by Louis Gossett Jr.