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**THREE INNOVATORS TO HELP ADVANCE MOOBELLA'S TECHNOLOGY,
DEVELOP NEW PRODUCTS**

MooBella Grows its Tech Team

TAUNTON, MA – December 5, 2007 --MooBella LLC, the company that uses multi-patented technology to produce delicious ice cream made fresh to order, today announced the addition of Paula Hart as Director of Program Management and Sean Pendergast as Director of Engineering for Manufacturing and Operations. The new team members will add their expertise to MooBella's Technology Division to help advance the company's ground-breaking technology and streamline the development process for new products.

Dr. Steve Moysey, MooBella's Chief Technology Officer, said, "MooBella now has assembled a best-of-breed team to conduct research, refine systems, and design and develop the kind of innovative food service equipment that meets our highest quality standards. With their diverse experience and know-how, these creative, forward-thinking innovators will help introduce our new Ice Cream System machines to the marketplace early next year—and beyond."

Technology Team at the Heart of MooBella's Innovation

Paula Hart joins MooBella as Director of Program Management. In this role, Hart will spearhead the MooBella Product Development Process, a system designed to introduce products to market on time, on budget and with the quality customers expect from the MooBella brand.

A skilled engineer and program manager, Hart has more than 25 years experience in both the design and management of complex, computer-controlled capital equipment. Her professional background includes wide-ranging assignments from small start-up ventures to industry giant

Hewlett-Packard. For the past 17 years, Hart has focused on medical devices, including cutting edge technologies for both therapeutic and diagnostic ultrasound and endoscopic systems. Earlier in her career Hart worked in the defense industry and was involved in the development of weather tracking systems. Hart holds a BS in computer science from Lock Haven University of Pennsylvania, as well as a certificate in program management from Boston University. She is a current member of The Institute of Electrical and Electronic Engineers (IEEE.)

Sean Pendergast, now Director of Engineering for Manufacturing and Operations, comes to MooBella from Boston Scientific. In his new role, Pendergast will be the primary contact for the company's design and manufacturing partners. He will oversee the development of prototypes and production models of MooBella's food service machines and will contribute to the creation of new product lines. Pendergast, a Masters of Science candidate in Manufacturing Engineering at Worcester Polytechnic Institute, will advise customers on technology, direct in-house engineering operations and will supervise the establishment of a field service support network.

Pendergast is an accomplished engineer and operations manager, having co-developed, managed, and launched more than 25 new products in the last 15 years for the medical, pharmaceutical, automotive, telecom, and consumer healthcare industries. Some of the enabling technologies he developed, such as ultra clean handling of 300mm semiconductor wafers, have had far reaching implications for production efficiency and product quality. Most recently, Pendergast was instrumental in the development, manufacture and successful human clinical trial of the world's first disposable colonoscopy system. Pendergast, who holds a BS in Industrial Technology from Fitchburg State College, is a member of the American Society of Mechanical Engineers (ASME.)

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 revolutionize 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 *Time*, *Newsweek*, *The Wall Street Journal*, *USA Today*, *Fortune*, *The Washington Post*, and *The Boston Globe*, on a number of Food Network Shows including “Unwrapped”, “The Secret Life of...”, “Rachel Ray”, “Good Morning America” and the “Profile Series” hosted by Louis Gossett Jr.

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