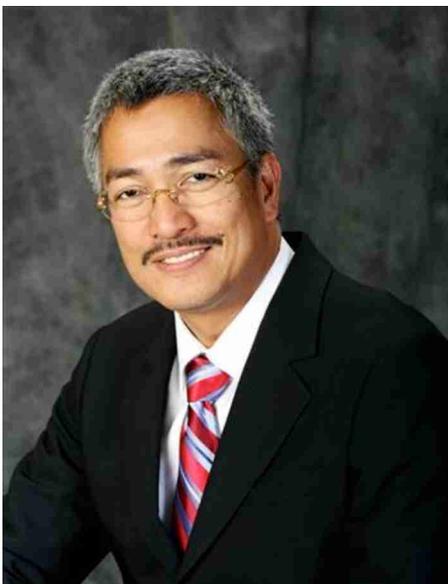


As the First Company to Market an Automatic Table Top Coffee Vending Machine for Mom and Pop Stores and Small Businesses, Healthy Coffee International, Inc. is Well Positioned to Revolutionize the Direct Sales Industry



The World's Healthy Coffee Company®
www.HealthyCoffee.com

Food Beverages
Coffee
(HCEI-OTCPK)



Rick Aguiluz
Founder & CEO

BIO:
 Rick is the architect of the Healthy

Coffee® concept, and created the FRM business model, which combines three business models into one: Franchise, Retail and Multi Level Marketing business models. Because of the FRM business model, Healthy Coffee® is the first company to successfully merge the traditional retail business with direct sales, and is now revolutionizing the direct sales industry. Because of the FRM business model, Healthy Coffee® is the first company to market an exclusive automatic vending machine that is designed for offices, mom and pop stores, sandwich/taco shops, auto repair and service shops, exercise/fitness, clinics, hospitals, small business, convenience stores as well as chain stores.

Rick has 16 years full time experience in direct sales. A great motivational speaker and sales trainer, Rick has trained tens of thousands of distributors worldwide. He was the top agent in the USA for a life insurance company in 1994. In 1996, he got involved in his direct sales company, and within 13 months became the top distributor with over 25,000 distributors. He opened the Philippines with close to 5,000 people at the Philippine International Convention Center, the biggest launch event in the company's history. Rick has also been Director of Sales, and Director of International Sales for two publicly listed NASDAQ companies, and was responsible for opening two countries in Asia. In 1999 Rick was featured on the cover of an MLM Magazine as the "Hardest Working Man in Network Marketing".

In 2003, Rick was responsible for taking an Asian company from a 1,600 sq ft office/warehouse, \$30,000 per

month sales and 800 distributors to over \$30 million a year, 46,000 sq. ft., and over 100,000 distributors in North America and Asia. Rick has studied Electronics & Communications Engineering (BSECE) at the University of Santo Tomas; Managers Course at the University of the Philippines; Professional Managers Program at the Ateneo Graduate School of Business; Entrepreneur Programs at the Univ. of Southern California, Los Angeles; Export Marketing Strategies at the Wharton School. He is a Certified Professional Network Marketer through the University of Illinois at Chicago, College of Business Administration. Rick is an active member of Rotary Club Newport Irvine, Multi Level Marketing International Association, MLM Distributor Rights Association, Filipino American Chamber of Commerce of Orange County, Asian American Chamber of Commerce, and Lions Club. At the helm of Healthy Coffee International, you can expect Rick to run a tight ship, with smooth sailing ahead.

Company Profile:
 HEALTHY COFFEE INTERNATIONAL, INC.
 Healthy Coffee® is the first company to successfully merge the traditional retail business with direct sales, and is now revolutionizing the direct sales industry. Because of the FRM business model, Healthy Coffee® is the first company to market an exclusive automatic vending machine that is designed for offices, mom and pop stores, sandwich/taco shops, auto repair and service shops, gas stations, exercise/fitness, clinics, hospitals, small business, convenience stores as well as chain stores.

Healthy Coffee® is focused on bringing health to the world's largest and most popular drink, coffee. The company's proprietary formulas combine the health benefits of Ginseng, Reishi Mushroom, and other top quality ingredients with the world's finest coffee beans to create a line of deliciously healthy instant gourmet coffee drinks.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Aguiluz, Healthy Coffee says it is the next best opportunity of the decade; please tell us why?

Mr. Aguiluz: We are the first company that has successfully merged traditional retail business with the direct selling business. We are also the first to market exclusive Healthy Coffee automatic vending machines to offices, mom and pop stores, sandwich/taco shops, auto repair and service shops, gas stations, exercise/fitness, clinics, hospitals, small business, convenience stores as well as chain stores. Our automatic vending machine is exclusive to us. We designed it for the small mom and pop business so that they will be able to get into the coffee business with very little money. In the past, only the big companies are able to do the coffee vending machine business, because the coffee vending machines cost up to \$15,000. We enable them to be able to get into this business with very little capital and at the same time, we integrated the direct selling concept. For example, if they are able to refer their friends, they can get their money back very quickly. In addition, there is incentive with earning residual income from all of the friends that they introduce into the business. We just launched the vending machines and the response has been phenomenal.

CEOCFO: Why the healthy concept? Is that a particular selling point for the local stores you are dealing with or is this an added bonus for them?

Mr. Aguiluz: Everyone is getting to be health conscious now. I am the

architect of the Healthy Coffee concept. I came up with the concept in 2003 and that is why we own the domain name, healthycoffee.com. The reason behind that is that I saw a big opportunity, because everyone drinks coffee. However, the challenge is that if you drink three to four cups of coffee, you get jitters, palpitations, and sometimes people tell me they get upset stomachs. Therefore, we came up with the concept of adding Reishi mushroom extract to the coffee. The Reishi mushroom is actually called the king of herbs in Asia. It has been used by the Chinese for thousands of years. Reishi mushrooms increases your circulation and immune system. At the same time, I found out that North Americans like the health benefits, but they want the energy first, which is why we added the ginseng extract. The ginseng extract gives you energy. Therefore, the combination of

The potential of Healthy Coffee® is huge. We are the first company to successfully merge traditional retail business with direct sales. We are the first to market automatic table top vending machines to the mom and pop stores, and small business. We are going to revolutionize the direct sales industry. We will be the Starbucks of the direct sales industry.

- Rick Aguiluz

both makes it very powerful. And we were able to lower the caffeine content so that for example in the Blend product of the Healthy Coffee, the caffeine is only .03%. You can drink it all day long without the jitters, without the palpitations, but then you have the energy and you feel a lot better.

CEOCFO: How did you come about with the idea and the expertise to develop these coffees?

Mr. Aguiluz: We have a manufacturing partner in Asia. They are a big company with seven factories in three countries. I met them over ten years ago, so when I thought about this concept I talked to them. I worked with their research and development team, telling them what I wanted to do. I spent a week with the research and development team to come up with the formulation and we came up with the right mix.

CEOCFO: Is your plan to develop the Healthy Coffee worldwide?

Mr. Aguiluz: Yes, absolutely! The concept is we empowered the little guys to be able to have their own global distribution coffee business. In the past, only the people with money could get into the coffee business. It could cost as much as \$50 to \$100 grand. With Healthy Coffee International, you can get started and have your own website. If you have a website, you can practically sell globally, because a website is global. What we do is we set up offices in every major country. Now we have 22 and we want to set up more. Our goal is to have 100 offices in 100 countries in ten years. So, the offices will provide the support and the logistics.

CEOCFO: What is the most popular coffee that you offer?

Mr. Aguiluz: We now have several products. We have our number 1 product, EnerGi Blend. It has non-dairy creamer imported from Holland. Most of the other companies that I have seen use cheaper non-dairy creamer that has a binding agent with aluminum bisulfate. We do not use that; we only use the top quality ingredients. We also have the EnerGi Black

and we have received many testimonials from people who drink the EnerGi Black. They say many nice things that happen to them, such as it improves their circulation and they feel more energy. Then we have our Chai Milk Tea for people who drink tea. Once they taste our Chai Milk Tea, they are going to love it. We have our Healthy Chocolate drink, which is now available for our vending machines.

In terms of consumers, our packaging is in small sticks. We pack them in one bag of 20 sticks. For the vending machines, we pack them in one-kilogram bags. For the vending machines, we have our Blend, Black, Chai, and we have Choco, which is the chocolate. Going back to the consumers, we also have one product, which we call the Energy Blast. It is a healthy energy drink in a stick. You pore it in a bottle of cold water, you

shake it and then boom, you are ready to go. It does not have the bad stuff that you find in most energy drinks in the market today. It has the Reishi mushroom extract, ginseng extract and vitamins in it. Therefore, it only has the good stuff. We have testimonials from athletes, bikers, marathon runners, and they tell me that when they take the Energy Blast drink, they have more stamina and they can run longer. Those are the basic products that we have on the market now.

CEOCFO: How do you reach your potential customers both retail and distributors?

Mr. Aguiluz: For distributors, basically it is by word of mouth and it is direct sales. We have mom and pops, as well as many part-time distributors who want to make extra money. Then when it gets to a point that they are earning more money part-time than their regular or full time job, they quit the job and do the coffee business full-time. We also have the traditional retail business, stores and convenience stores. In fact, right now, we are working with one convenience store in Washington and they have a group that has a chain of sixty other stores, so we are going to display our vending machine there, and we are going to do taste tests. The important thing here is that when people taste our healthy coffee and realize that it tastes good, and we can explain to them the benefits of the Reishi mushroom, what it does, the benefits of ginseng and what it does. For people that are healthy, they feel it right away. Some people feel it after a day or a week, but definitely, you will feel the difference. When you feel the difference and you

go back to the regular coffee, you are going to say, "Wait a minute something is wrong here." Then you are going to come back to us.



CEOCFO: Why should investors take notice of Healthy Coffee International today?

Mr. Aguiluz: We have, I would say, the best products, with the best qual-

ity and the best packaging right now, compared to the competition. Our business model has merged traditional retail with the direct selling business, so it is a very powerful combination. What we need right now is actually help in terms of getting more funding so that we have enough inventory. We cannot supply the demand right now. We have established a major breakthrough in the Mexican market. They just love the product. We started with one sales office in Tijuana, now we have six. We have them in Tijuana, Nayarit and Guasave. We have a big office in Mexico City now; we are putting up four more in the next ninety days. We are sending products to Acapulco, Queretaro and Hidalgo. So the business model is working for the little guys, because with the economy right now, many people lose their jobs. Therefore, they need to find an extra source of income and we have a solution to that. They can fit it into their coffee business and they can start making retail profits immediately. They can start earning part-time income immediately, so the business model is very powerful. We are working into getting financing for the machines. If we can have the machines financed to the little guys like the store owners, we can give them machines that they can pay as a small monthly payment every month. We are going to explode this market, because the mom and pop market is the biggest market in the United States.

If you can imagine that for every mom and pop store or business, they have one small vending machine there, you can see that is going to be a very big opportunity for us.



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