

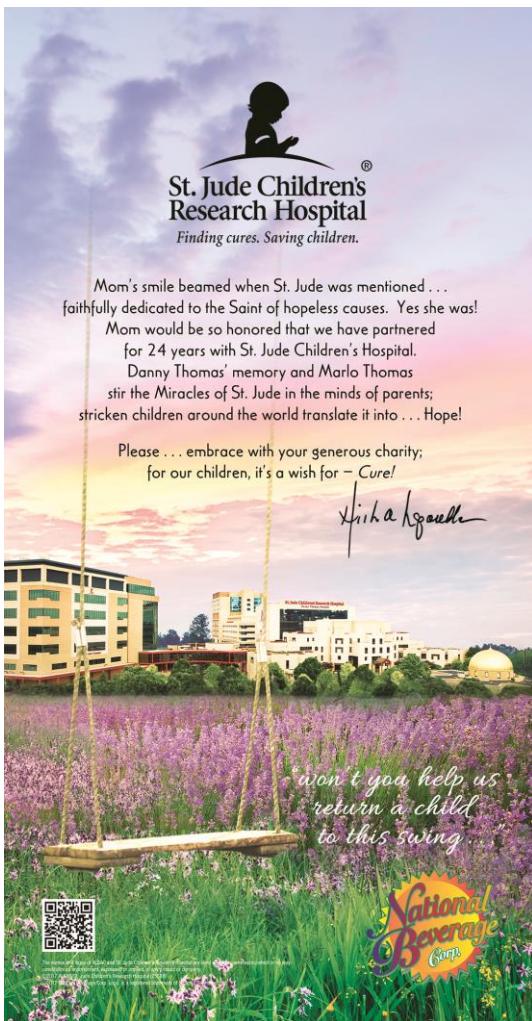


NASDAQ: FIZZ

For Immediate Release

Contact: Office of the Chairman, Grace Keene

NATIONAL BEVERAGE REVERES THE KIDS OF ST. JUDE



Fort Lauderdale, FL . . . December 18, 2017 – National Beverage Corp. (NASDAQ: FIZZ) is commemorating its 24th year as a continuing partner of St. Jude Children's Research Hospital® by asking all to join its mission to *supply hope* for children stricken with life-threatening diseases.

Since its founding by Danny Thomas in 1962, St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. No child is denied treatment based on race, religion or a family's ability to pay.

“When I was a young child, my Mom lovingly taught me about St. Jude, the Patron Saint of Hope and impossible causes,” shared Nick A. Caporella, Chairman and Chief Executive Officer. “It is fitting that St. Jude Children's Research Hospital is named after this faithful saint who offered *hope* – when seemingly all *hope* was lost. Mom would

be honored that National Beverage has partnered for 24 years with St. Jude. We are grateful to be able to support this selfless organization that delivers *miracles* – and *hope* to children around the world.”

-more-



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“We ask all to join us in helping St Jude Children’s Research Hospital in their mission to discover cures . . . and save precious lives. What other holiday gift could be as rewarding?” challenged Caporella.

To further support St. Jude Children’s Research Hospital in its lifesaving mission and to promote donations, National Beverage has placed a full-page ad in *USA Today*. We urge all who read this ad to contribute generously to the miraculous work of St. Jude Children’s Research Hospital. Donations may be made online at www.stnicks4stjude.com or by calling 1-800-4STJUDE.

FIZZ IS – HEALTHY SPARKLING, ALL-WAYS!

National Beverage’s iconic brands are the genuine essence . . . of America

“Patriotism” – If Only We Could Bottle It!