



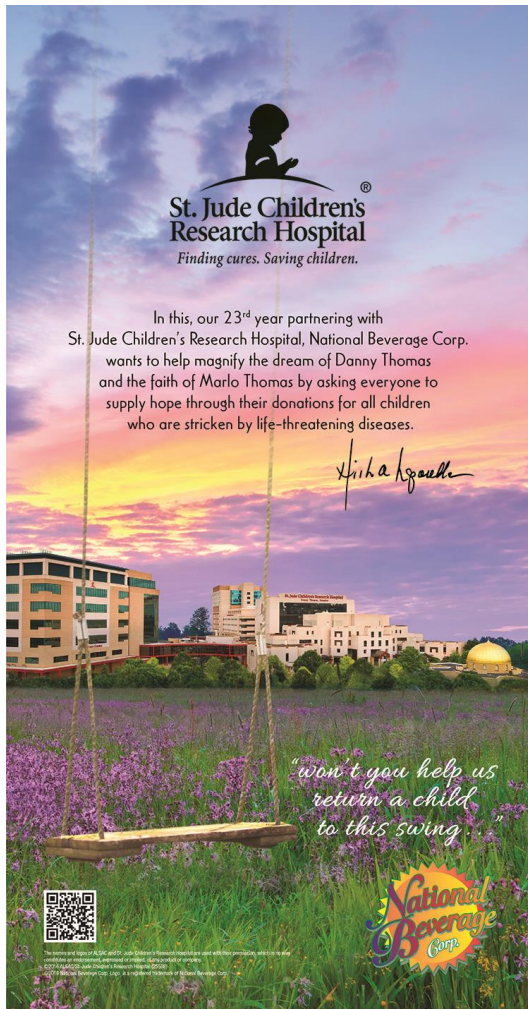
# NEWS

NASDAQ: FIZZ

For Immediate Release

Contact: Office of the Chairman, Grace Keene

## NATIONAL BEVERAGE HELPS MAGNIFY DREAMS . . . FOR THE KIDS OF ST. JUDE



Fort Lauderdale, FL . . . December 19, 2016 – In its 23<sup>rd</sup> year as a continuing partner of St. Jude Children's Research Hospital®, National Beverage Corp. (NASDAQ: FIZZ), asks all to join its mission to *supply hope* for children stricken by life-threatening diseases.

Since its founding by Danny Thomas in 1962, St. Jude leads the world in caring, treating and defeating childhood cancer and other life-threatening diseases. No child is denied treatment by St. Jude based on a family's ability to pay.

“Hope is not something one can place a value on – but without hope . . . value is meaningless!” stated Nick A. Caporella, Chairman and Chief Executive Officer. “St. Jude delivers *miracles* – and *hope* – to children around the world – each and every day! National Beverage pledges our unconditional support to these deserving children and their grateful

families – and we implore all to join us in our treasured responsibility of providing a hope-filled ‘future’ to the children of St. Jude. To witness the pioneering research and precious lives St. Jude Children's Research Hospital has saved these past decades . . . is the most rewarding holiday gift of all,” concluded Caporella.

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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*. Our prayer is that all who read this ad will contribute generously to the miraculous work of St. Jude Children's Research Hospital. Donations may be made online at [www.stnicks4stjude.com](http://www.stnicks4stjude.com) or by calling 1-800-4STJUDE.

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

*"Patriotism" – If Only We Could Bottle It!*

*Fun, Flavor and Vitality . . . the National Beverage Way*