



NEWS

NASDAQ: FIZZ

For Immediate Release

Contact: Office of the Chairman, Grace Keene

NATIONAL BEVERAGE

WARMLY EMBRACES THE KIDS OF ST. JUDE

Fort Lauderdale, FL . . . December 17, 2018 – Commemorating a quarter century as a continuing partner of St. Jude Children’s Research Hospital®, National Beverage Corp. (NASDAQ: FIZZ), implores all to join its mission to *provide miracles* for children stricken with life-threatening illnesses.



For the past quarter century, National Beverage has partnered with St. Jude in their quest to provide life's miracles for all children with catastrophic illnesses.

Please . . . embrace with your generous charity for our children -

An Impassioned Wish . . . for Life!

Nick A. Caporella

The mission of St. Jude Children's Research Hospital is to advance cures and means of prevention for pediatric catastrophic diseases through research and treatment. Consistent with the vision of its founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

“I believe it is our profound obligation to share our blessings by supporting the deserving children of St. Jude. I have been honored to personally witness the remarkable strides in research and treatment St. Jude Children’s Research Hospital has made over the past 25 years . . . and I can attest there is no more gratifying holiday gift possible,” stated Nick A. Caporella, Chairman and Chief Executive Officer.

“If I could conjure up some holiday magic, I would give each precious child under the care of St. Jude a ‘*little bear hug*’. Since that is not possible, I ask everyone to open your hearts and generously support St. Jude. Let us share the abundant joy we receive . . . through giving to our children!” Caporella urged.

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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*. We encourage 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.

Our Way is **Tastefully . . .**
Sparkling !!

*Innovation should be new – but ours has the 'essence' to refresh and captivate with
FIZZ + Fun*

“Patriotism” – If Only We Could Bottle It!



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