

NATIONAL BEVERAGE
ST. NICK'S PROGRAM –
CONVERTS 'HOPE' TO 'CURES'
FOR THE KIDS OF ST. JUDE



Fort Lauderdale, FL . . . December 14, 2015 – National Beverage Corp. (NASDAQ: FIZZ), a continuing partner of St. Jude Children's Research Hospital® for 23 years, invites all to join its mission to help the children of St. Jude through donations that ultimately convert 'Hope' to 'Cures'.

Since it opened its doors in 1962, St. Jude has significantly improved the lives of children around the world through its pioneering research and treatment of children with cancer and other catastrophic diseases. No child is denied treatment by St. Jude based on a family's ability to pay.

"St. Jude, one of the original twelve Apostles, is the Patron Saint of *Hopeless Causes*," stated Nick A. Caporella, Chairman and Chief Executive Officer. "I don't think anyone can embrace the message of *Hopeless Causes* more fervently than a parent who accompanies their child to St. Jude Children's Research Hospital. It is up to each of us to give parents and their precious children . . . *HOPE* –

hope that the very next treatment is . . . the *CURE*. Join us in honoring St. Jude as the *Beacon of Hope* to all children who have been stricken with life-threatening illnesses," petitioned Caporella.

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National Beverage developed St. Nick's holiday drinks more than two decades ago with the mission of promoting the trailblazing research and exceptional care of St. Jude. The unique St. Jude 'Thanks and Giving' logo is prominently displayed on St. Nick's holiday drinks.

To further aid 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* for 23 consecutive years, beckoning all who read this ad to contribute their generosity to the miraculous work of St. Jude Children's Research Hospital. In addition to purchasing St. Nick's drinks, consumers are encouraged to make donations online at 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



8100 SW Tenth Street
Suite 4000
Fort Lauderdale, Florida 33324

Phone: 877-NBC-FIZZ
www.nationalbeverage.com