



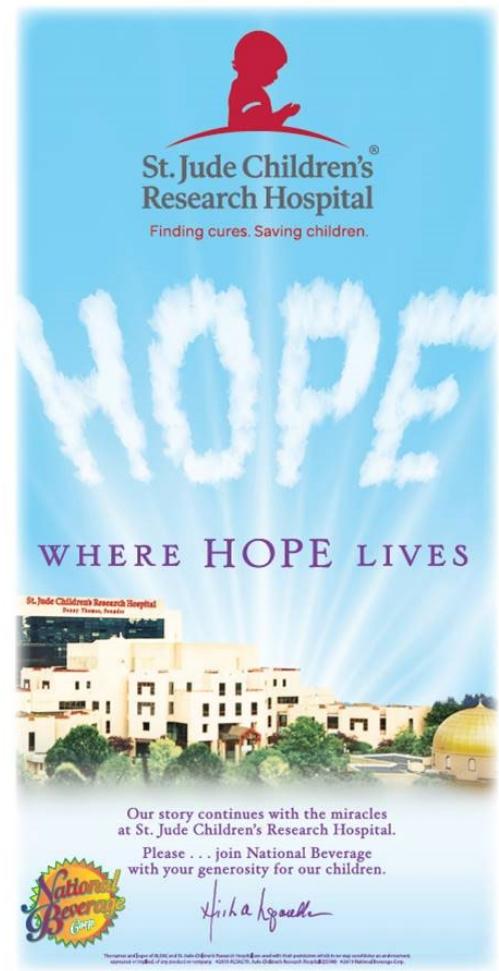
NEWS

NASDAQ: FIZZ

For Immediate Release

Contact: Office of the Chairman, Grace Keene

NATIONAL BEVERAGE ADVOCATES THE GIFT OF *HOPE* FOR THE KIDS OF ST. JUDE



Fort Lauderdale, FL . . . December 6, 2019 – In its 26th year as a continuing partner of St. Jude Children's Research Hospital®, National Beverage Corp. (NASDAQ: FIZZ) asks all to join in giving *HOPE* to precious children facing serious illnesses.

Founder and entertainer Danny Thomas opened the doors to St. Jude in 1962 with the dream that no child should die in the dawn of life. Today, 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.

“You cannot possibly place a value on the gift of *hope* . . . it is unconditionally priceless!” affirmed Nick A. Caporella, Chairman and Chief Executive Officer. “*Hope lives at St. Jude* - the remarkable advancements in research pioneered by St. Jude are responsible for saving countless lives. We are grateful for our long-term association with this selfless organization that delivers hope and miracles to deserving children and their grateful families around the world.”

“At this beautiful holiday season, we ask everyone to please join National Beverage with their generosity for our children. What greater joy is there than providing each and every one of them a hope-filled future?” 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*. 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!